

LIFE

TWO GREAT SPECTACLES IN COLOR:
FROM ROME, POPE'S CORONATION
FROM RUSSIA, THE MIGHTY VOLGA



THE ROCKEFELLERS
TRIUMPHANT IN A
G.O.P. DISASTER

NOVEMBER 17, 1958

25 CENTS

1959 EDSEL



An exciting new kind of car!

Makes history by making sense

Here's the car you hoped would happen. A full-size car that makes sense. Styled to last. Built to last. Beautifully efficient. And priced with the most popular three!

At last—a full-size car that makes sense. It looks right, works right. And it's priced right. The beautifully efficient Edsel for '59 is a car that slips easily into tight parking spaces—fits any normal garage. Same

spacious room inside as before—but *less length outside!* It's a car that's powered to save. Edsel's four new engines include not only a thrifty six but a new economy V-8 that turns *regular* gas into spirited per-

formance! It's a car that's distinctively styled to last. And carefully built to last. Yet, *the Edsel is actually priced with the most popular three!* See your Edsel Dealer. EDSEL DIVISION • FORD MOTOR COMPANY

BULOVA RADIOS...marvels of compact power and precision, the only sets made with watchmaker accuracy...sold only by jewelers



BULOVA HERCULES

8-transistor set with power-packed pull on distant stations

Listen!—all you men and women who want true fidelity sound as much in the great outdoors as in the city. Listen to the Hercules! It's made with watchmaker accuracy for crisp, sharp tuning... for big volume sound that doesn't rasp or vibrate. And made so painstakingly that years from now, it will still give you the same brilliant performance. The fine jewelry store styling makes it an outstanding gift. Your jeweler will be proud to demonstrate it.

Other Bulova transistor sets from \$42.50*

*Prices slightly higher in the Far West. Transistor set prices, less batteries. Earphones for all transistor sets optional at extra cost.

LOOK FOR THAT BULOVA DIFFERENCE

Hercules in Ivory, Ebony. Runs for months on tiny flashlight batteries, \$69.95*



BULOVA IMPERIAL, the only electric clock-radio built with watchmaker accuracy. Precisely the set to lull you to sleep and wake you to music or ready-perked coffee! As beautiful to listen to as it is to see. Ebony, Pink, Pink with Charcoal dial, Turquoise, Ivory. \$49.95*

This One



3YW1-8TA-R7JY

ELECTIONS PREDICTIONS THAT HAVE COME TRUE

There is one very important face left out of our story on the elections (pp. 36-36F). That is the face below: Pat Brown, outstanding victor in the Democratic landslide, who routed Bill Knowland in California's gubernatorial race by over a million votes. Brown wasn't omitted by oversight. It's just that we covered his triumph some time ago and now with so much else to tell about didn't feel we had to do it the same way again.

The story that told of Pat Brown's triumph—or, rather, predicted it—was "The Face That Shook up the Country" (LIFE, June 16), which described his big victory in the primaries. An accompanying article called "Republican Disintegration All Over the Country" went on to anticipate the election. Re-reading it now in light of the results, we feel highly pleased with all the limbs we went out on.

"In other years," the article said, "Republicans might take comfort in the fact that politics in California is seldom like politics anywhere else. But this year, looking around the country, they see the same havoc everywhere"—in the election the havoc happened just as the article predicted. "Democratic governors," it said, "are odds-on favorites for re-election in Iowa and Kansas." They both won. "Wisconsin may be getting ready to elect a Democratic governor as well as to re-elect its Democratic Senator." It did. "In New Jersey the Democrats will pick up a minimum of three congressional seats." They picked up exactly three. The article even suggested that in traditionally Republican Iowa the Democrats "might carry the lower house" of the legislature. They didn't make it by only five seats and these are still subject to recount.

The article missed a couple, of course. For instance, it wound up reporting that Republicans felt all right about Utah, quoting an expert as saying, "At least we haven't had any bad reports from there—recently." Well, the most recent report from Utah is that the G.O.P. lost the Senate and one of its two seats in the House.

The author of this prophetic article was TIME-LIFE Bureau Chief James McConaughy, since killed in a tragic air crash (LIFE, July 7). Now, going back over his last piece, we realize again how great a loss political reporting sustained in Jim's passing.



LOSER KNOWLAND



WINNER PAT BROWN WITH HIS DAUGHTERS CYNTHIA (LEFT) AND KATHY (RIGHT) IN CALIFORNIA

COVER

On election night, as Nelson Rockefeller beams broadly at the returns that elected him governor of New York, Mrs. Rockefeller stands by dazed but happy (see pp. 36-36F)

THE WEEK'S EVENTS

- [A shocked reaction to the size of the Democratic landslide](#) 36
- [A Look at the World's Week](#) 36H
- [John XXIII receives his tiara: resplendent ceremonies end an eventful month](#) 38
- [A landmark's big comeback: Berlin welcomes its rebuilt Brandenburg Gate](#) 49
- [At last the House of Lords takes in ladies: the British government breaks with 1,000-year-long tradition as its upper chamber goes coeducational](#) 51
- [The noble peace of giants: De Gaulle decorates Churchill with the cross of Lorraine](#) 167

EDITORIAL

- [The G.O.P. wasn't pushed—it jumped](#) 36G

PHOTOGRAPHIC ESSAYS

- [Journey down the great Volga: a 20-page color portfolio gives a rare view of Russia. Photographed for LIFE by Howard Sochurek](#) 86
- ["Look what we've got": Mr. and Mrs. Painter have a real reason to be proud](#) 131

ARTICLES

- [Doomed to a smokeless agony: British addicts gasp nobly through antitobacco experiment. By Nigel Dennis](#) 69
- [Mysterious stomach—always in trouble: much-maligned organ is actually tough and trustworthy but it may be an innocent dupe of the brain. By Richard Carter](#) 148

YOUTH

- [Remedy for teen-age traffic troubles: Pocatello's accidents go down, respect for law goes up as juvenile judges sentence juvenile offenders](#) 54

EDUCATION

- [Coed's wiggle in a wrangle: Purdue majorette does a controversial half-time hula](#) 63

FASHION

- [Fixed up with false lashes: new eye trick uses easily put on fakes](#) 83

THEATER

- [Funnybone season on Broadway: the theaters light up with a bunch of bright new comedies](#) 107

TRANSPORTATION

- [Nostalgic note from the Doria turns up in a bottle](#) 121

SPORTS

- [Brown's run at records: pros' greatest runner rolls up yards, scores](#) 125

SCIENCE

- [The cat walks upside down: Navy suspends animals by magnets to study disorientation of space flight](#) 141

MOVIES

- [Debbie Reynolds is back with a bounce](#) 145
- [A movie discoverer's latest find: Angie Dickinson](#) 163

OTHER DEPARTMENTS

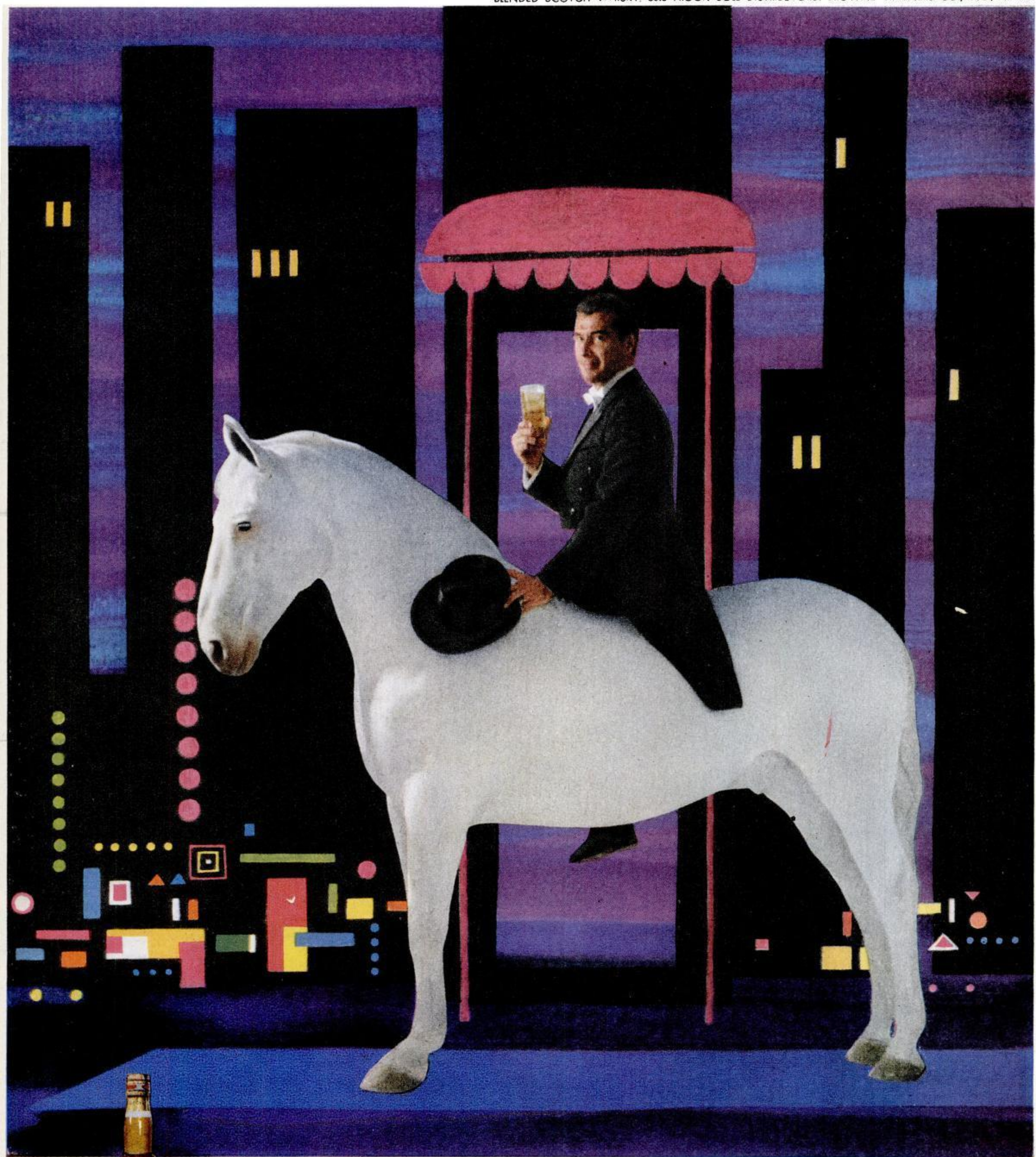
- [Speaking of Pictures: the torment of Mr. Tati](#) 20
- [Letters to the Editors](#) 28
- [Miscellany: a coat with a view](#) 168

© 1958 TIME INC. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

Following list shows sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

- COVER—RALPH MORSE
- 2—LEONARD MCCOMBE—N. R. FARBMAN
- 20, 21—YALE JOEL
- 36—RALPH CRANE
- 36A—HARRY BATZ FOR THE HARTFORD COURANT
- 36B—ARTHUR SHAY
- 36C—WALTER SANDERS, ARTHUR SHAY, JERRY ABBOTT—SAM NOCELLA, ALFRED EISENSTAEDT
- 36D, 36E—LT. CARL IWASAKI; CEN. A. Y. OWEN; RT. DON UHRBROCK, CARL IWASAKI—THOMAS MCAVOY, EDMUND Y. LEE FOR THE OREGON JOURNAL—STAN WAYMAN, N.Y. DAILY NEWS
- 36F—JOE SCHERSCHEL
- 36H, 36I—LT. PARIS-MATCH; RT. RALPH MORSE
- 26J, 37—FAR LT. BUD DALEY FOR CHICAGO DAILY NEWS FROM A.P.—PUBLIFOTO—EUROPEAN; LT. THOMAS MCAVOY; CEN. KEYSTONE—BARRY VON BELOW FOR JOHANNESBURG STAR; RT. ALFRED VAN SPRANG FROM B.S.
- 38—CARLO BAVAGNOLI, DAVID LEES
- 39—JAMES WHITMORE
- 40, 41—MARK KAUFFMAN EXC. CEN. DAVID LEES—DAVID LEES
- 42, 43—LOOMIS DEAN—JAMES WHITMORE
- 44—DMITRI KESSEL
- 49—BERLIN BILD, ROBERT E. LACKENBACH
- 51—MARK KAUFFMAN
- 52—REUTERPHOTO FROM EUROPEAN
- 54, 57, 58—JOHN REES FROM B.S.
- 63, 64—GEORGE SILK
- 65—THROUGH 74—LARRY BURROWS
- 83—BLUMENFELD
- 84—A.J.V. OWEN
- 87—MAP BY TONY SODARO AND JOHN F. GEIST, JR.
- 107—RALPH MORSE
- 108—ALFRED EISENSTAEDT
- 111, 112—RALPH MORSE
- 115, 116—ALFRED EISENSTAEDT
- 121—LT. GEORGE HALPERN; T. RT. BERNARD B. BROWN
- 125—RAY MATJASIC FOR CLEVELAND PLAIN DEALER EXC. LT. GEORGE SILK
- 128—GEORGE SILK
- 131—THROUGH 138—STAN WAYMAN
- 141, 142—GREY VILLET
- 145, 146—ZINN ARTHUR
- 148, 149, 150—DRAWINGS BY RICHARD ERDOES
- 152—MEMORIAL CENTER FOR CANCER AND ALLIED DISEASES
- 155—ILLUSTRATION BY ROBERT DEMAREST
- 156—STURGIS GRANT PRODUCTIONS INC. COURTESY SMITH, KLINE AND FRENCH LABORATORIES EXC. BOT. PERCY BROOKS COURTESY CORNELL UNIVERSITY
- 159—WALTER REED INSTITUTE OF RESEARCH
- 160—DRAWING BY RICHARD ERDOES
- 163, 165—ALLAN GRANT
- 167—HOWARD SOCHUREK, PARIS-MATCH
- 168—GEORGE SMITH FOR FORT WORTH STAR-TELEGRAM

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.



Going out on the town?
Let White Horse carry you in style



HAROLD E. CHURCHILL, *Studebaker President*, with new Lark 4-Door Sedan

YOUR NEW DIMENSION IN MOTORING BORN IN SOUTH BEND

BY HAROLD E. CHURCHILL

Like millions of others, you have probably been looking to Detroit for a new kind of car—something that strikes a smart, sensible balance between the $\frac{5}{8}$ size foreign imports and the oversize U.S. makes. ➤

Among 1959 models, already announced or about to be, you will at last find one such car. ➤ It is the newest concept in automobiles—a whole new dimension in motoring—brought to you, happily, by the oldest name in the industry. ➤ It comes to you not from abroad, not from Detroit . . . but *out of South Bend—by Studebaker*. ➤ And not surprising—for only an independent manufacturer, flexible in operation and centralized in management, could move this quickly to meet the needs and tastes of the times.

➤ It is the only car of its kind. It is smart, sensible, smooth, solid and spirited. It is as fresh and full of life as the Indiana countryside where it was conceived and is being made today. ➤ This new car is full

six-passenger size inside. It has comfortable big-car width and headroom and footroom, all of it cradled within a wheel base nearly equal to the largest selling car of the day. ➤ But outside, it is almost 3 feet

shorter than most of the so-called “low-priced” three models. Unnecessary nonfunctional overhang has been eliminated. As a result, the car handles with exceptional ease, parks without effort, corners beautifully. ➤

In styling, it is smart and simple, even classic, and completely individual, in a friendly, happy way. It is not a utility car, a sports car or a show-off car, but a perfectly balanced design that incorporates the best virtues of all. The interiors are simple but tasteful, with fine pleated fabric and vinyl upholstery. Their fashion rightness has been commended by Harper's Bazaar. ➤

In power (you can have a six or an eight) this car is far more than adequate—is, in fact, wonderfully spirited and lively, but not wastefully excessive. It operates with amazing economy, needs regular gasoline only, and delivers more than

30 m.p.g. in many cases. ➤ All this for prices starting under \$2,000. We think you'll agree with us, it's the most rewarding car value available today. ➤

At any rate, when it comes your way this week (on display at your Studebaker Dealer's), try it, won't you? You knew it had to happen. You've been wanting it to

happen. And when you drive this one—you'll be glad it did.

By the way, the name of the car is The Lark by Studebaker. ➤

READ MORE ABOUT IT ON THE NEXT PAGE



THE NEW DIMENSION IN HARDTOPS—
a haughty little aristocrat that combines regal
style for the richest taste with youth for the
youngest spirit. Smartest hardtop of them all,
this sparkling gem will be a family showpiece.



THE STATION WAGON—fam'liest car in town. Large
cargo capacity. 113-inch wheel base. Far more economical
to run than conventional station wagons, considerably lower
in price, and far easier to park and turn.

(CONTINUED FROM PRECEDING PAGE)

MORE ABOUT THE *LARK* BY STUDEBAKER

The Lark is engineered and built
by the famed craftsmen of Studebaker.

THE SEDANS—2-Door (right) and 4-Door (pre-
ceding page) the perfect "beautility" models. Youth-
fully styled, built for service, designed for amazing
economy and driving ease. Family cars with a flair
all their own.

All models beautifully appointed, with fashion-
approved interiors. Most with pleated fabric and
vinyl upholstery, handsome panel, padded dash
and pile carpet.



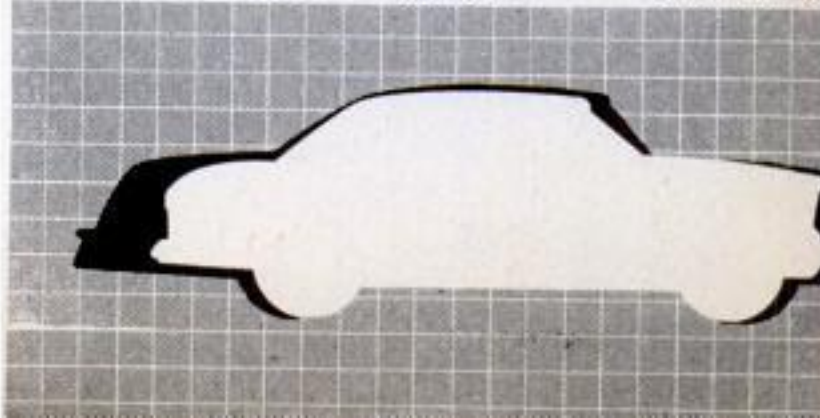
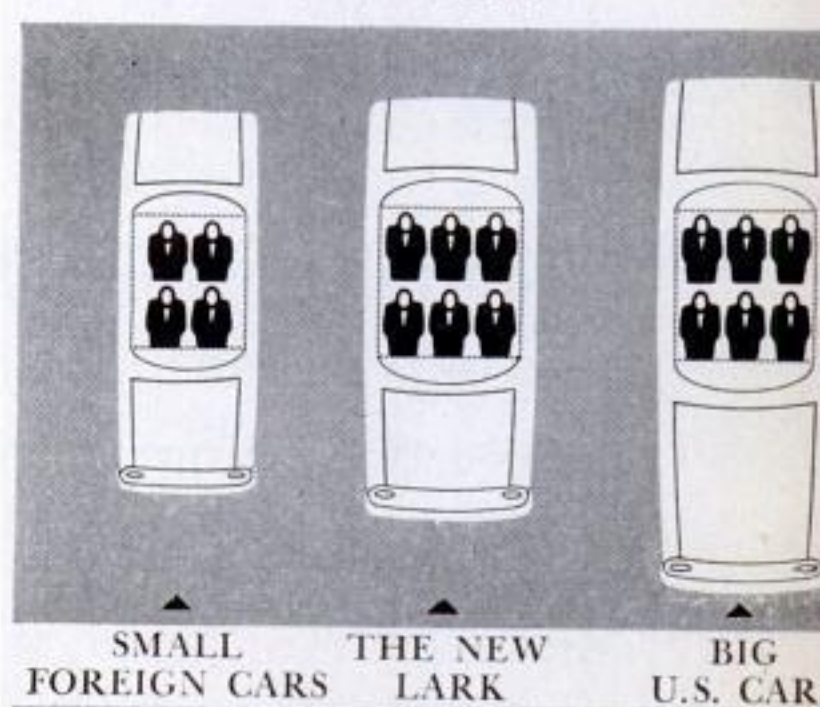
THIS IS YOUR
NEW
DIMENSION



Seats six with headroom, footroom and width
comparable to conventional full-size U.S. cars.

And this seating space is cradled entirely between
the axles. Yet nearly three feet of unnecessary,
nonfunctional overhang has been eliminated.

COPYRIGHT © STUDEBAKER-PACKARD CORP.



START YOUR CHILD ON THIS SENSIBLE PLAN designed to instill a lifetime love of good books and to assist him—without pressure—with his school work

AN IDEAL CHRISTMAS GIFT • SEE BELOW

THE RAND McNALLY "WORLD-MASTER" GLOBE and THE "TRIPLE TURRET" JUNIOR MICROSCOPE KIT

BOTH GIVEN TO YOUR CHILD

WITH A FOUR-MONTH TRIAL SUBSCRIPTION TO

Young Readers of America

A BOOK CLUB FOR BOYS AND GIRLS (FROM 8 TO 14)

UNDER THE DIRECTION OF

Book-of-the-Month Club, Inc.

Discover nature's secrets with this junior-size microscope • Three turrets: 100x—200x—300x • With manual and other equipment

CHILDREN WHO LOVE TO READ DO BETTER IN SCHOOL

PARENTS frequently overlook this obvious truth, even when they are most concerned about their children's progress. To encourage—without pressure—a natural love of reading is the sound educational principle behind the YOUNG READERS OF AMERICA plan. It provides—at regular intervals, which is extremely important—authoritative books that are, above all, *fun to read*. As many educators point out, children who learn to love books in this way usually make the best students. And, of course, the "library-building" habit acquired in childhood will benefit them always.

Choose either of these groups . . . or subscribe to both at a 10% discount

(1) THE ALLABOUT BOOKS are comprehensive books about SCIENCE. Says *The New York Times*: "They have won an enthusiastic audience among fact-hungry young people. . . . Lively and informal in style, but not superficial." Each of these volumes—from dinosaurs and astronomy to atoms and sputniks—is written by an eminently qualified science writer and is accurately and profusely illustrated.

(2) THE LANDMARK BOOKS about American and world HISTORY "have fired the imaginations and held the attention of tens of thousands of young people" (*N. Y. Times*). These remarkable books are written by outstanding authors whose reputations

were made in the field of serious adult writing—authors like John Gunther, Pearl Buck, Thomas B. Costain, John Mason Brown and many others.

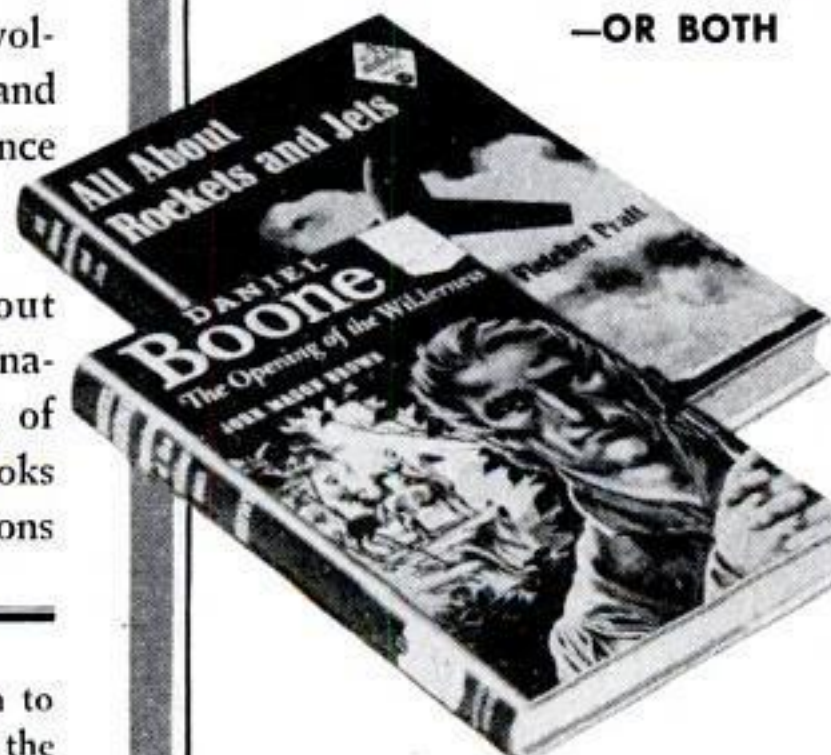
★ **A FOUR-MONTH TRIAL SUBSCRIPTION (IT CAN BEGIN CHRISTMAS DAY, IF YOU WISH)** is suggested, in order to see how your own young reader responds to the idea. To excite and inspire him immediately, he will receive, *free*, the enrollment gifts pictured above. With them he will receive the ALLABOUT or LANDMARK book you select as the first purchase from the two listed below. Also included will be fifty handsome bookplates to encourage him to build his own library. At the end of the trial subscription, if you do not feel that the plan is succeeding with your child, you are free to cancel at any time.

★ **THE SYSTEM IS SIMPLE**—each month your child will receive a book addressed to him personally, always an exciting moment in any home. The price to subscribers, *lower than the regular retail price*, is only \$1.75 each, plus a small charge for mailing.

★ **IF YOU DECIDE** to subscribe to *both* series (one ALLABOUT and one LANDMARK book each month) you will receive a discount of 10%, making the special combined price \$3.15, plus the postage and handling charge. In this case, check both the ALLABOUT and LANDMARK books pictured in the coupon as your first purchase and be sure to indicate the enrollment plan you wish.

ALSO GIVEN . . . FIFTY BOOKPLATES

BEGIN WITH ONE OF THESE —OR BOTH



- ☐ ALL ABOUT ROCKETS & JETS by Fletcher Pratt
☐ DANIEL BOONE by John Mason Brown

Book-of-the-Month Club, Inc., 345 Hudson Street, New York 14, N. Y. 28-11
YOUNG READERS OF AMERICA* Branch

Please enroll the child named below in a four-month trial subscription to *Young Readers of America* and send him free the RAND McNALLY "WORLD-MASTER" GLOBE and the "TRIPLE TURRET" JUNIOR MICROSCOPE KIT with the purchase of the first book(s) indicated. You are to send the child:

- ☐ one ALLABOUT book each month and bill me at \$1.75 (plus a small charge for postage and handling) for each book.
☐ one LANDMARK book each month and bill me at \$1.75 (plus a small charge for postage and handling) for each book.
☐ one ALLABOUT and one LANDMARK book each month and bill me at \$3.15 (plus a small charge for postage and handling).

I may cancel the subscription any time after buying four books for the child. As the child's first purchase send the book (or books) checked at the left. (For combination subscription check both books.)

Information requested on this order should be filled in by parent or donor—PLEASE PRINT

SEND BOOKS TO.....
Name of Child.....

Street.....
City.....Zone.....State.....

ORDERED BY Mr. }
Mrs. }
Miss } Name of Parent or Donor.....

Street.....
City.....Zone.....State.....

☐ IF YOU WANT THIS AS A CHRISTMAS GIFT, CHECK HERE AND MAIL THE COUPON IN TIME TO REACH US BY DECEMBER 5.

YR-27

*Trademark of Book-of-the-Month Club, Inc.

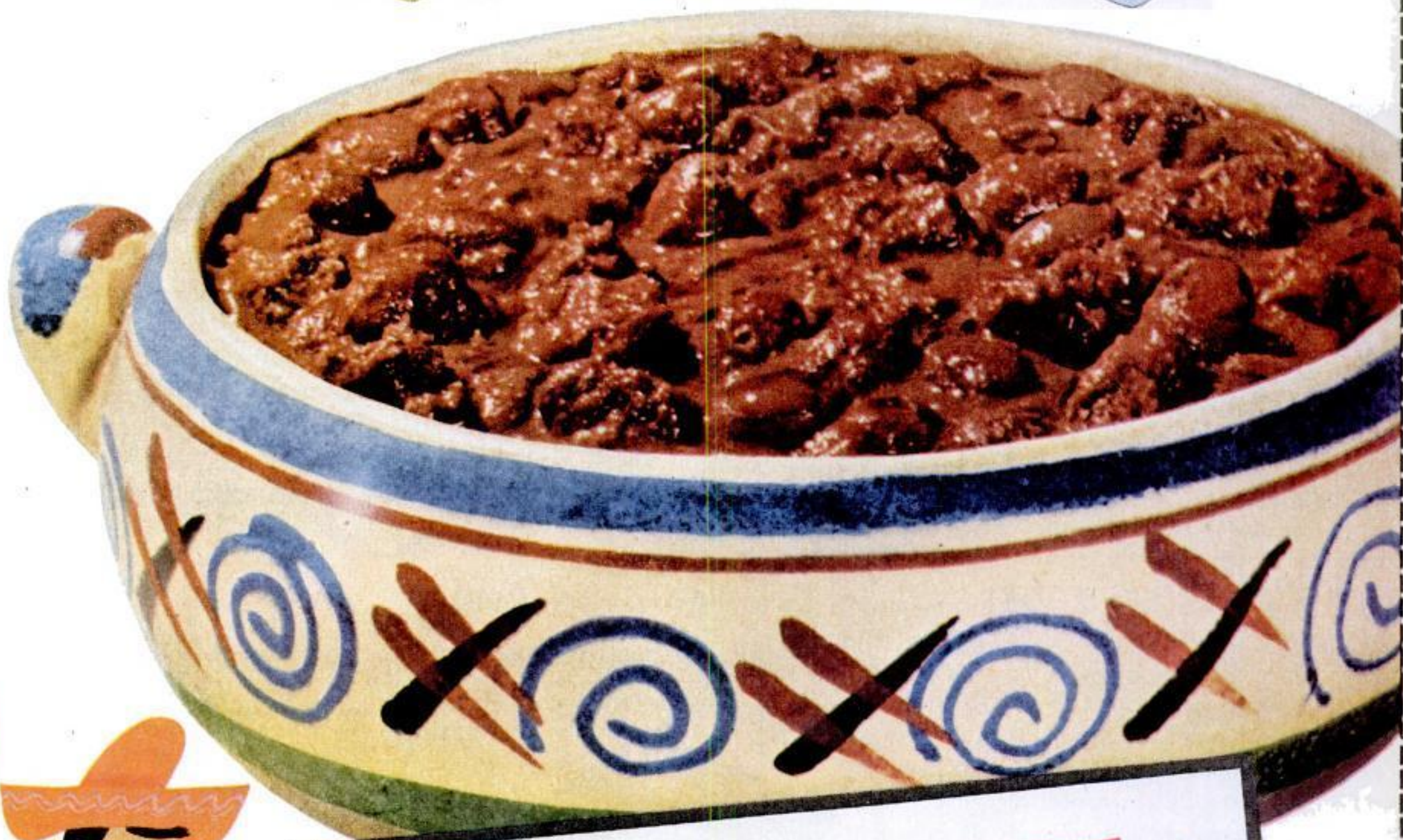
The meat of good eating...

Armour[☆]

NEW CHILI

taste!

Plenty of good Armour meat. A new south-of-the-border recipe. Try it, and you'll find out just how wonderful good chili can taste. Make this delicious discovery often with new Armour Star Chili . . . over frankfurters, in a bun . . . with tamales, as a sauce . . . or "straight" with crackers.



Send for Mexican
pottery chili bowl only

Mexican Indian pottery designed by native craftsmen. Glazed, hand-painted in natural pigment colors. Ideal for general serving use—or as an attractive centerpiece for fruit and flower arrangements.

Send two Armour Chili labels and 75¢ by coin or check to ARMOUR CHILI BOWL, Box 6153, Chicago 80, Ill. Offer expires March 31, 1959.

75[¢]

If you're *persnickety* about money you may want to read this



Above, you see Arthur Tenby, thinking. College is behind him, the world ahead. There's one kind of job that appeals to him especially. His father, a man of modest means, bought common stock over the years, bit by bit, with the help of a certain friend. Now, like millions of others, the family has extra income from dividends. What's wrong with a job that helps people do that? Pretty wonderful. So



Here's Arthur in his best suit, talking with a Partner in a Member Firm of the New York Stock Exchange. Arthur was popular in school, maybe because he liked so many people. He was treasurer of his class. And he's bright. Looks to the Partner like an excellent candidate. Would Arthur be interested in starting at the bottom and training to become a Registered Representative with a Member Firm of the New York Stock Exchange? Oh boy, would he!



Here's Arthur learning the ropes. He now knows how easily you can buy or sell stock, from one share to thousands of shares. You place your order with the Member Firm, right here in town. Promptly it goes to the Firm's representative on the floor of the New York Stock Exchange—where orders to buy or sell shares from investors all over the country come together. The order is often executed within minutes. But—



Which stock or bond to buy? There's the rub. A company may not make a profit or pay a dividend or interest. Stock and bond prices go down as well as up. Most investors, like Arthur's Dad, have modest incomes. One should use only money left over after bills are paid and emergencies provided for. And then get facts—never depend on tips or rumors. Arthur has learned how important it is to be able to give good advice to the investor. Now—



Time has passed and Arthur has gone through his training. Much of his energy has been spent in research that accumulates facts important to investors. He knows that before he can become a Registered Representative, qualified to work with and advise investors, he must first meet Exchange requirements for character, knowledge and experience. And now—



Three cheers and a rouser. Arthur is now a Registered Representative. Happiness reigns in Arthur's household. And it's more likely to reign in yours if, when you invest, you are persnickety and see a Member Firm of the New York Stock Exchange. Whether you are interested in stocks or bonds—or whether you want to buy or sell—drop in at a nearby Member Firm today for a friendly helpful hand. And, from time to time, be sure to ask them to review your securities with you.

It's an actual fact that more than 300 stocks listed on the New York Stock Exchange have paid a cash dividend every three months from 20 to 94 years. You'll find their records in our useful free booklet, "INVESTMENT FACTS." It also describes the Monthly Investment Plan, through which you can become part-owner of one of many famous American companies for as little as \$40 every three months up to \$1000 a month. You can get a copy free from any Registered Representative. Or send the coupon and we'll be happy to mail it to you.

OWN YOUR SHARE OF AMERICAN BUSINESS

Members New York Stock Exchange

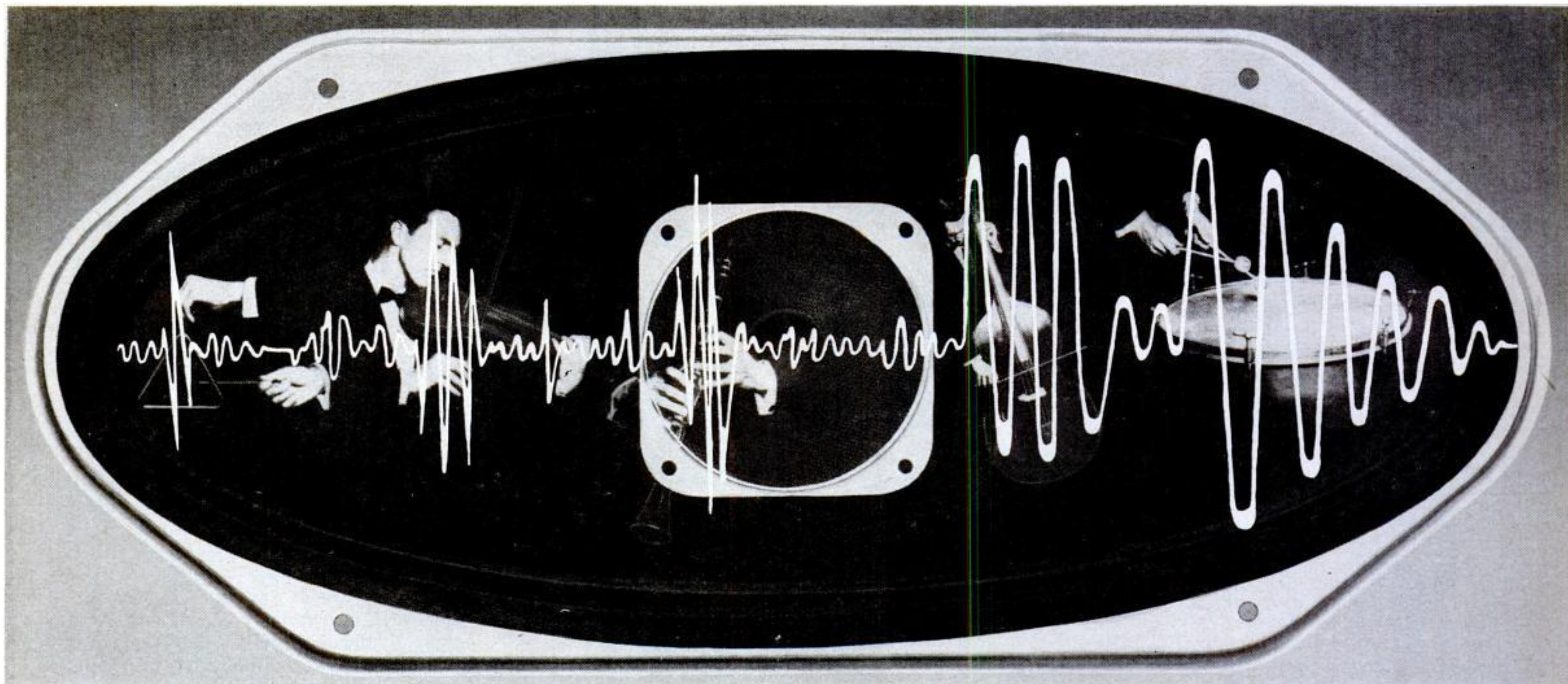
For offices of Members nearest you, look under New York Stock Exchange in the stock broker section of your classified telephone directory

Send for free booklet. Mail to your local Member Firm of the Stock Exchange, or to the New York Stock Exchange, Dept. PR-8, P.O. Box 1070, New York 1, N.Y. Please send me, free, "INVESTMENT FACTS"—listing stocks which have paid a cash dividend every three months for 20 years or more.

Name _____

Address _____

Broker, if any _____



HEAR the living range of television sound on General Electric's BIGGEST SPEAKER IN TV

New from the laboratories of General Electric television: the new 21 x 9-inch Coaxial speaker system.

It's the biggest *bass woofer* in television, teamed with a *high-frequency tweeter* to bring you the living range of television sound. You hear everything—even with volume down low. It's sound befitting General Electric's famed crystal-clear picture quality.

Enjoy both without leaving your chair . . . because the new Electronic Self-Tuner brings in sharp picture and faithful sound automatically . . . *ends* fiddling with fine tuning. Teamed with new 3-way remote control that sets any volume you want, changes channels—even turns the set on and off. *All at no extra cost!*

All wrapped up in a lithe, trim, 15-inch-deep Slim Silhouette cabinet of genuine wood veneers. It looks built-in—doesn't bulge into your room.

You never heard it so good as you'll hear it when your General Electric dealer demonstrates the new 21 x 9-inch Coaxial speaker system for you.

This is more than the most advanced of television receivers—it's a sound system for a record player, too. All for the price of the TV set! General Electric Company, Television Receiver Department, Electronics Park, Syracuse, New York.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

21-inch (overall diagonal) 110° tube,
262 sq. inches viewable area. Phono-jack
for record player, tape recorder,
AM-FM tuner. Mahogany or blond
veneers. Model 21C2560 shown.



BUY NOW FOR EXTRA VALUES!





Hospitality Decanter Design by Walter Landor and Associates



FOR HOSPITALITY'S FINEST HOURS

Party of four—or the Four Hundred—no other whiskey says so much about your brand of hospitality. None so well *demonstrates* your good taste as the unique, oak-ripened flavor of Fitzgerald. Let the classic elegance of the new Hospitality Decanter provide you a holiday key to gracious living, gracious giving . . . with

the memorable character of Bonded

OLD FITZGERALD

Available for the Season in Luxury Gift Wrap or New Hospitality Decanter at no extra cost.

Revolutionary New Idea, Ice Cubes made with Canada Dry Club Soda!

Won't dilute highballs...improves taste 40%.



HOW TO MAKE SODA CUBES:

Pour Canada Dry Club Soda into dry ice tray, fill to $\frac{3}{4}$ mark. Place in freezing section of refrigerator. Turn freezer dial to lowest temperature.

Discover how Canada Dry Club Soda cubes increase highball's freshness while you're drinking.

They eliminate flavor dilution • Chill drink faster than water cubes • The purity of Canada Dry Club Soda improves liquor's taste • *These* soda cubes, with exclusive tinier bubbles, keep your highball fresher, livelier. The flavor sparkles all the way.

Independent research proves freezing captures Canada Dry's "Pin-Point Carbonation." In a drink it actually "POPS" to life . . . Enhances highball's flavor over 40% while you're drinking. Guarantees better tall drinks.



FLAVOR NOTE: Freezing Canada Dry Mixers into ice cubes guarantees drinks with NO flavor dilution.



For the man who knows what he wants—new engines in '59 Cars of The *Forward Look* promise even greater performance than those that took Mobilgas Economy Run honors in '57-'58.

Cars that can do what they look like they can do



Built for the 1 man in 4 who wants a little bit more.
Quality Cars of The *Forward Look* for '59
from Chrysler Corporation . . . A drive will bring
out the difference great engineering makes.

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL



MR. STAUFFER'S "MAGIC COUCH"



For a Wife Whose Husband



BEFORE CHRISTMAS, Mrs. Margaret Tryon of Minneapolis was a hefty 151 pounds, wore size 16. She was continually tired—had tried to reduce many times. Then last Christmas her husband gave her the Stauffer Home Reducing Plan.



A FEW MONTHS LATER Mrs. Tryon has a trim, 118-pound figure, wears size 8. Stauffer took off excess pounds and inches. She looks and feels years younger. Stauffer also improved posture, firmed and toned muscle tissue.

There are any number of things you might give her. But, if your wife has a weight problem—or if she has extra pounds and inches in the wrong places . . . the one Christmas gift that will make her happiest is a lovely, new figure.

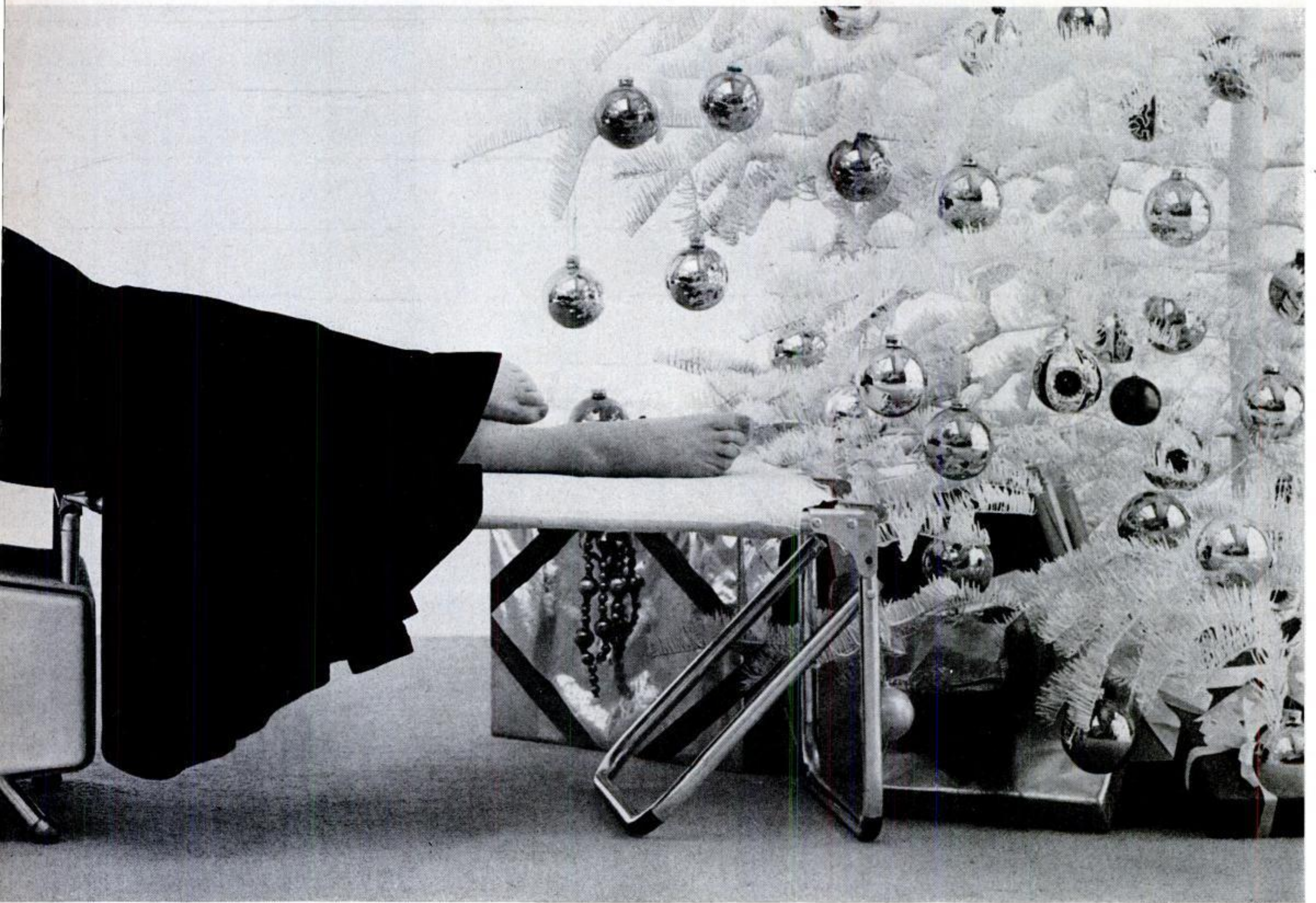
Of course, figure beauty is a highly unusual gift. Perhaps you've never even thought of it. However, this Christmas thousands of husbands actually *will* give their wives a beautiful new figure with the famous Stauffer Home Reducing Plan.

The heart of the Stauffer Home Plan is the motorized "Magic Couch" pictured above. With this couch and sensible calorie reduction, the Stauffer Home Plan slims and trims inches and pounds in a relaxed and effortless way.

It will mean the end of losing battles with starvation diets. And never again will she have to suffer the strain and fatigue of strenuous exercise. Inches and pounds will melt away from hips, thighs, tummy, waist, legs—wherever she needs to lose. And best of all—the Stauffer Plan will help her *keep* trim!

The rewards are great. She'll look and feel years younger without those extra pounds. And—you'll have a happier wife, one with young ideas and a figure to match. This year give her the one thing she wants most of all. A beautiful new figure . . . it's hers . . . when you give her the Stauffer Home Reducing Plan.

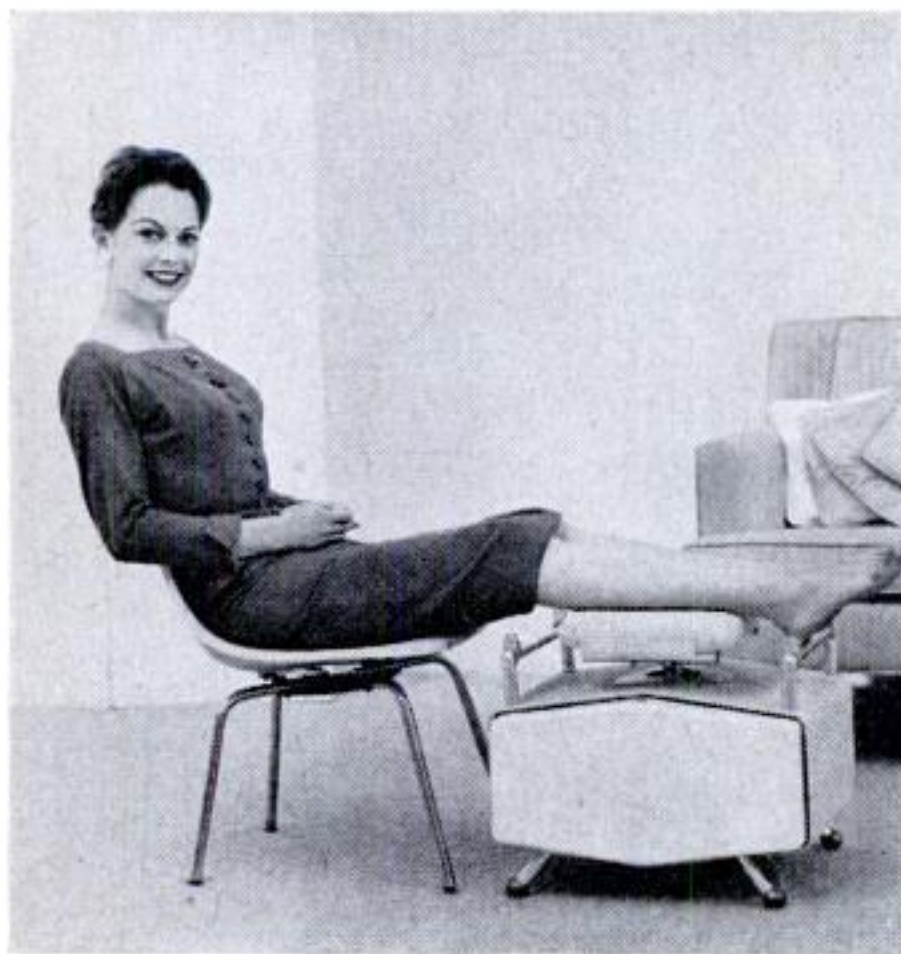
For more information about this most wanted Christmas gift, tear off and mail the attached postage paid card.



Hostess gown by I. Magnin

This Christmas new happiness can begin for her with your gift of new figure beauty—the famous Stauffer Home Reducing Plan.

Loves and Understands Her



LOSE INCHES WHERE YOU NEED TO LOSE—calves, ankles, arms, hips, waist, thighs. The "Magic Couch" (Posture-Rest®) can be used in many different positions to meet special figure problems. You actually reduce while you relax—the "Magic Couch" does your exercising for you.



HUSBANDS USE THE "Magic Couch" for essential daily exercise—without strain or fatigue. A few minutes on the unit helps ease away normal tensions. Available in deluxe family model and the new Princess model at lowest price ever. Rent it by the month—or buy it for pennies a day.



A TRAINED STAUFFER COUNSELOR will visit regularly to give expert guidance. This service is included in the Plan. For further information about this most wanted Christmas gift, mail the attached postage paid card, or write to Dept. L-118, 1919 Vineburn, Los Angeles 32.

© 1958, STAUFFER LABORATORIES

"The Head of the Bourbon Family"

*...at the head
of your gift-list*



Unquestionably the finest of all bourbon whiskies, Old Grand-Dad bottled in bond belongs at the head of your gift-list, as a tribute to your most honored friends.

It is doubly welcome this year in the serene luxury of its famous Classic Decanter—most beautiful ever designed for whiskey. And see how the rich, golden-lettered Holiday Carton enhances the generosity of your gift!

Old Grand-Dad is the one gift-whiskey your friends would themselves select, had they their choice.

The Classic Decanter

OLD GRAND-DAD

Kentucky Bourbon Whiskey



KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD
DISTILLERY CO., FRANKFORT, KY. • DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS CO.





THIS ZIPPO HAS BEEN IN DAILY USE SINCE IT WAS BOUGHT FOR CHRISTMAS IN 1938. WE FIXED IT FREE. OWNER'S NAME ON REQUEST.

After 20 years of daily use, the only thing we had to fix on this Zippo lighter was the hinge.

Call it pride, integrity, or just plain cussedness. The Zippo man believes that when you buy a lighter it should work *forever*. Not for weeks or for months or for years. Forever.

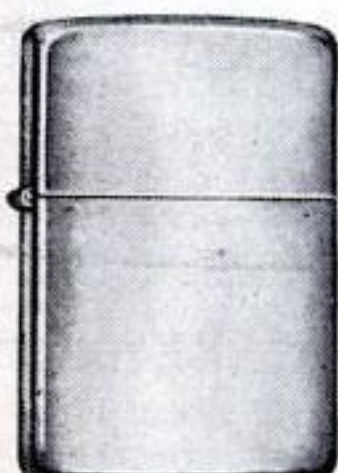
Unlike its many foreign and domestic imitators, a Zippo is not a cheap plaything that is soon

broken. A Zippo is a wonderfully compact precision-built instrument that will light your cigarettes, cigars, or pipe *for the rest of your life!*

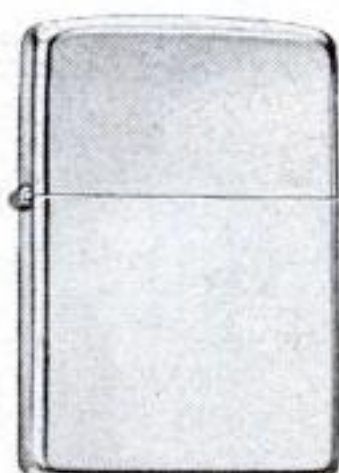
Each and every Zippo is constructed so carefully that the company is able to offer the most sweeping guarantee in the annals of American

business. No matter how old it is, *if a Zippo ever fails to work—we'll fix it free!*

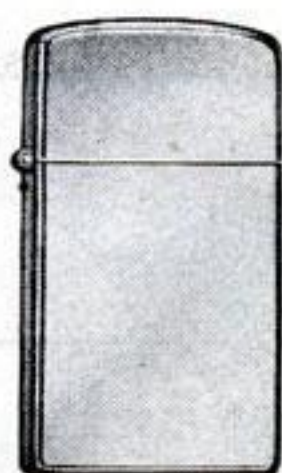
There is a style of Zippo lighter for every smoker on your Christmas list. Don't be fooled by imitations. Make sure your gift will light for a lifetime—*make sure you give a genuine Zippo.*



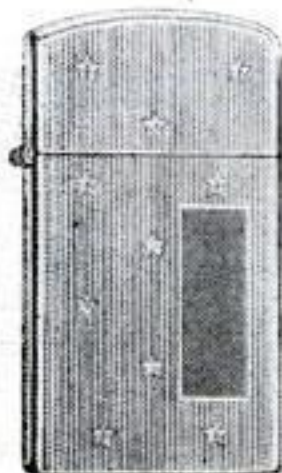
Regular Zippo. Made Zippo famous. Brush-finish chrome. \$3.50



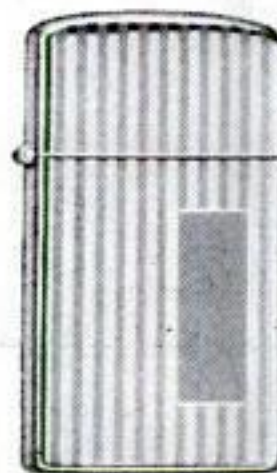
De Luxe Zippo. Highly polished durable chrome finish. \$4.75



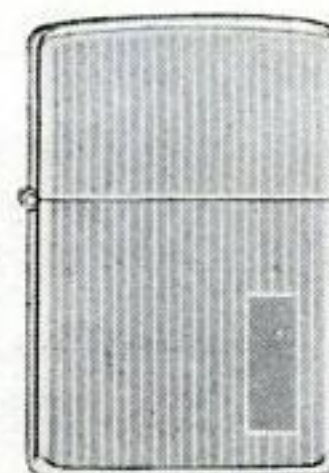
New Zippo Slim-Lighter. Same dependable action, polished chrome. \$4.75



Gold-filled Zippo. 10-kt. gold fused to case, not plated. \$20.00*



New Zippo Slim-Lighter. Ribbon design, gleaming chrome finish. \$6.00



Engine-turned Zippo. Smart new design in polished chrome. \$5.75



If you don't see Zippo on the bottom of the lighter, it's not a genuine Zippo.



AT SUPERMARKET TATI JOINS SOME DISCONSOLATE DOGS WAITING FOR THEIR MISTRESSES

The Torment of Mr. Tati

In his native habitat, France, Mr. Hulot is baffled by things, especially modern things. The creation of Jacques Tati, one of the movies' greatest comic artists, Hulot is the hero of *Mr. Hulot's Holiday* and *My Uncle*. Almost always he wears a raincoat, a battered hat and a look of relaxed bewilderment. Last week Mr. Tati was in New York to attend the opening of *My Uncle*, and a photographer watching him climb in and out of modern taxis, stroll through a museum and join a passel of pooches found that in New York as in Paris things still throw Mr. Tati.

STRUGGLING TO GET HIS 6-FOOT FRAME OUT OF A LONG AND LOW TAXI, TATI FIRST TRIES THE STRAIGHTFORWARD APPROACH AND BANGS HIS HEAD. THEN

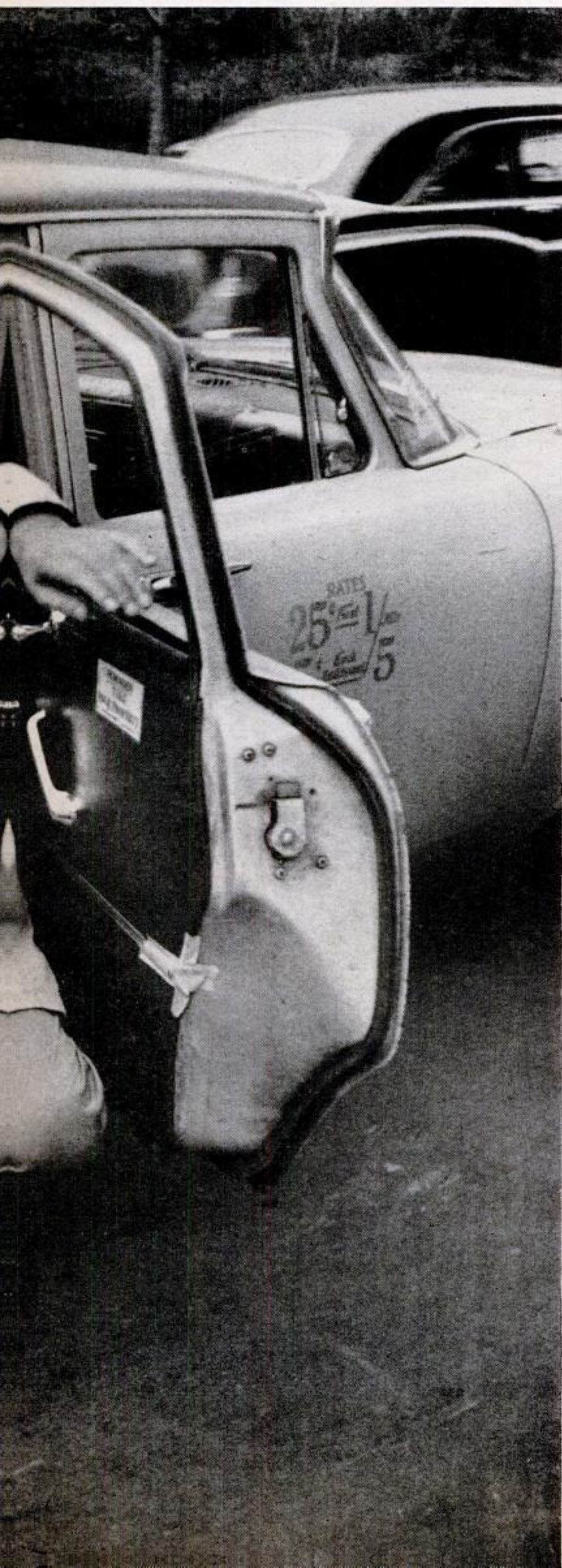




SPEAKING OF PICTURES

AGHAST at modernity, Tati stands in garden of Modern Art museum staring at Max Ernst's bronze sculpture *The King Playing with the Queen*. But, Tati has explained, "Hulot is not against anything."

HE TRIES RIGHT FOOT FIRST WITH A REVERSE TWIST AND BANGS HIS HEAD AGAIN. FINALLY HE SNAKES OUT THE LONG LEFT LEG AND BANGS HIS HEAD AGAIN



AMERICA'S MOST PRIZED COOKWARE!

STAINLESS STEEL
FARBERWARE®

To possess Farberware is to possess the key to perfect cooking. For this finest of all Stainless Steel Cookware has thick aluminum bonded to the bottom to prevent hot spots . . . assure uniform heat over the entire cooking surface. Only those who know FARBERWARE, know the joy of relaxed cooking and easier cleaning. Do you?



NOVEMBER IS FARBERWARE MONTH!
FOR THE BEST VALUES IN COOKWARE, SEE YOUR DEALER NOW.

"Best Little Cook in the House"



The
NANCY FARBER
Walking Doll \$1
\$2.49 Value ONLY

Lovely blond curls... eyes that close... head that moves as she walks, and charmingly dressed in a real chef's hat and apron!

SEND SALES SLIP SHOWING FARBERWARE PURCHASE, NAME AND ADDRESS, AND CHECK OR MONEY ORDER FOR \$1.00 to NANCY FARBER, BOX 2499, NEW YORK 17.

S. W. FARBER, INC., NEW YORK 54, N. Y. MAKERS OF AMERICA'S MOST PRIZED STAINLESS STEEL AUTOMATIC ELECTRIC COOKWARE AND COFFEE MAKERS



How about you: how do you rate as a date?

When you're out with your favorite girl, does the way you look make her glad she's with you . . . or wish she'd stayed home? True, you can't judge a book by its cover, but shabby books (and careless guys) often get shelved. Why not give yourself — and her — a break? Next time you go out, make sure what you wear helps put you high on her list!



Dress Right - when you look your best you do your best!

For help and advice on how to Dress Right, visit stores that display this American Institute of Men's and Boys' Wear symbol.

© 1958, A.I.M.B.W.



another Mayflower customer reports:

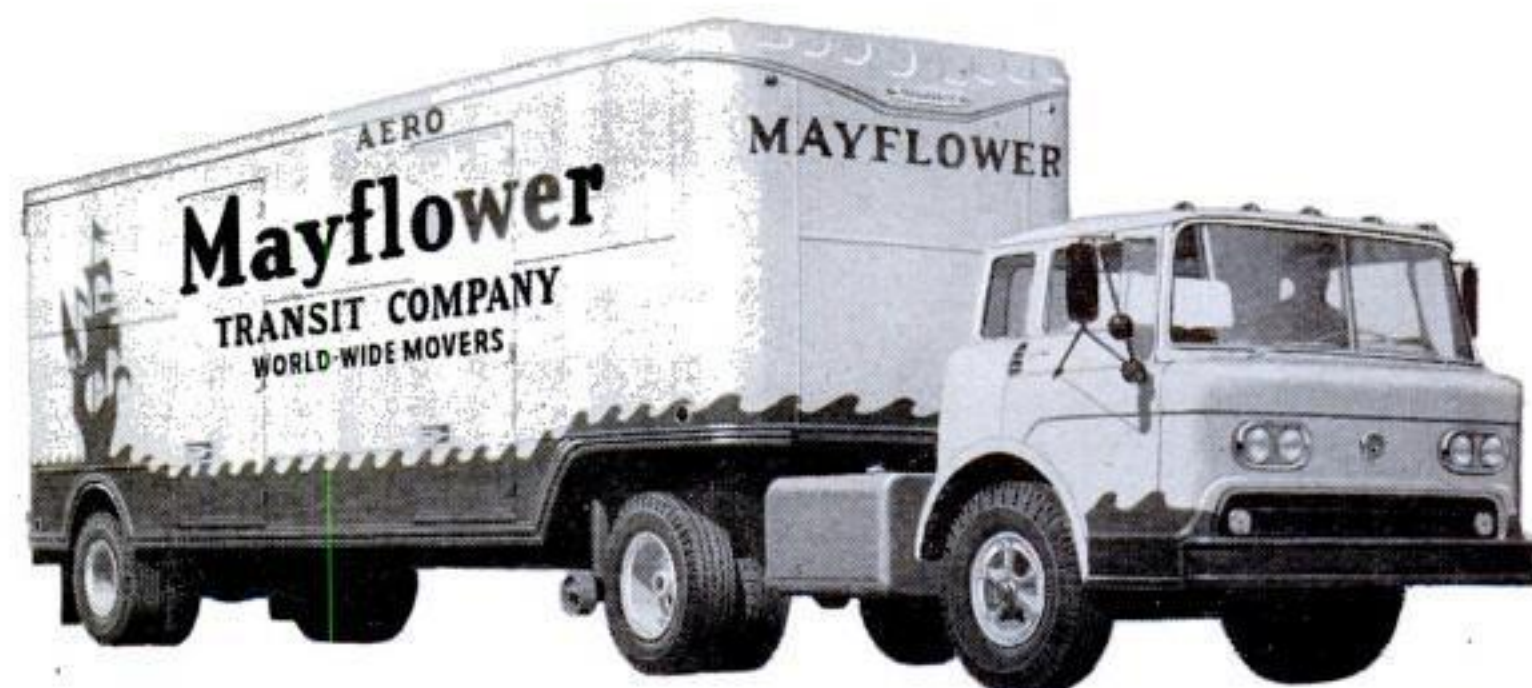
"...and your timing was perfect!"

"Furniture arrived in good condition and your timing was perfect! Your agent was very cooperative. The driver seemed very anxious to give good service. When and if I move again, it will be by Aero Mayflower."

This homemaker's comment on her move from Sarasota, Florida to Logan, West Virginia is typical of hundreds we receive every week.

Mayflower knows the importance of departure and arrival requirements . . . and plans to meet them. Dispatchers schedule vans carefully. Equipment is maintained in tip-top condition. Mayflower's drivers work hard to be on time. Mayflower can make *your* move easy and convenient, and safe for your furniture, too. Call your Mayflower agent for help and information.

AERO MAYFLOWER TRANSIT COMPANY, INC. • INDIANAPOLIS



America's Most Recommended Movers



He's a leading warehouseman in your city. He explains service, estimates costs, makes all arrangements. Helps in every way. Find him under "Moving."



world-wide service

In all 49 states and Canada . . . overseas by ship or plane . . . our responsibility all the way!



new, higher standard of service

Van men, qualified by special study, training and examination for safe, careful service.



exclusive, "packed with pride" service

Safeguards even your most fragile pieces with the best methods and materials known.



every piece padded

Protect every surface, edge and corner. Special covers for tables, pianos, mattresses.



Mayflower does all the work

Takes over the whole job of moving you out and resettling you quickly, easily and safely!



This man needs help...

IF YOU are like this man, over the years you have probably purchased a variety of Life insurance policies for varying amounts, perhaps with different beneficiaries and varying methods of settlement.

At the time you bought each policy, its purpose was clear. However, looked at today, in the light of changing conditions, do these policies still do the job you intended them to do? The answer to that question calls for a study of your program.

To help you get your program under control and up to date, your Metropolitan Representative will develop a personal brochure so you may easily review and manage your insurance protection.

Called "MY LIFE INSURANCE PROGRAM," it is a loose-leaf booklet, custom-made to your needs by the man especially trained to do the

job—your Metropolitan Representative. Here is what it contains:

1. A calendar showing the premium due dates on all your policies.
2. Essential data about your policies and how their benefits are to be paid.
3. A detailed estimate of what you and your family can expect from Social Security and what retirement benefits you can expect from both your Social Security and your Life insurance.
4. A detailed description with charts showing exactly what your dependents will have from insurance and Social Security in the event of your death.

In other words, "MY LIFE INSURANCE PROGRAM" organizes all the necessary information about your Life insurance program in one readily available source.

It will tell you what your situation is now and where you will stand at any given time in the future.

Your Metropolitan Representative will prepare this valuable record for you without any obligation on your part.

Metropolitan service is

as local as Main Street

...as close as your phone

Metropolitan Life Insurance Company
(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

COPYRIGHT 1958 — METROPOLITAN LIFE INSURANCE COMPANY



"If it's hot when you put it in,
it'll be hot when you drink it"

says

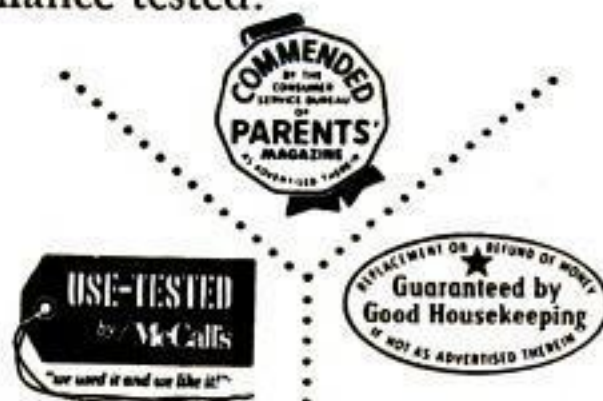
Joe E. Brown



"the folks at *Aladdin*
GUARANTEE IT"

If you like steaming hot coffee for on-the-job lunches, or icy cold lemonade at the beach, take 'em in an Aladdin Vacuum Bottle—the brand that GUARANTEES that they'll stay at ideal drinking temperatures. Each Aladdin is individually tested on the exclusive VACTRONIC* tester—and a GOLDEN GUARANTEE label is put where you can see it. When buying your next vacuum bottle or lunch kit, get the one that's performance tested:

look for the vacuum bottle
with the golden guarantee



Workmen's Lunch Kits



Wide Mouth and Regular Vacuum Bottles



Outing Kits



Decorated School Lunch Kits

At Drug, Hardware, Department, Variety Stores and Supermarkets everywhere.

Aladdin first with everything new
Aladdin Industries, Inc., Nashville

*T.M.

LIFE

EDITOR-IN-CHIEF.....Henry R. Luce
PRESIDENT.....Roy E. Larsen

MANAGING EDITOR
Edward K. Thompson
ASSISTANT MANAGING EDITORS
Philip H. Wootton Jr.
George P. Hunt
Edward O. Cerf

John K. Jessup.....CHIEF EDITORIAL WRITER
Charles Tudor.....ART DIRECTOR
Joseph Kastner.....COPY EDITOR
Marian A. MacPhail.....CHIEF OF RESEARCH
Ray Mackland.....PICTURE EDITOR
SENIOR EDITORS: Donald Birmingham,
Gene Farmer, William Gray, Kenneth
MacLeish, Hugh Moffett, Tom Prideaux,
Sam Welles.

STAFF WRITERS: Herbert Brean, Roger
Butterfield, Robert Coughlan, Frank Gib-
ney, Paul O'Neil, John Osborne, Loudon
Wainwright, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-
White, Edward Clark, Ralph Crane, Loomis
Dean, John Dominis, Alfred Eisenstaedt,
Eliot Elisofon, J. R. Eyerman, N. R. Far-
man, Andreas Feininger, Albert Fenn, Fritz
Goro, Allan Grant, Yale Joel, Mark Kauff-
man, Robert W. Kelley, Dmitri Kessel, Nina
Leen, Thomas McAvoy, Leonard McCombe,
Francis Miller, Ralph Morse, Carl Mydans,
Gordon Parks, Michael Rougier, Walter
Sanders, Frank J. Scherschel, Joe Scherschel,
Paul Schutzer, George Silk, Howard So-
chuck, Peter Stackpole, Grey Villet, Hank
Walker, Stan Wayman, James Whitmore.
ASSISTANT PICTURE EDITORS: Frank Cam-
pion, Lee Eitington.

FILM EDITORS: Margaret Sargent, Nancy
Bragdon, Barbara Brewster.

ASSOCIATE EDITORS: Oliver Allen, John
Dille, Ralph Graves, Mary Hamman, Enno
Hobbing, Edward Kern, Sally Kirkland,
David Scherman, Marshall Smith, John
Thorne, Keith Wheeler, A. B. C. Whipple,
Warren Young.

ASSISTANT EDITORS: Robert Ajemian,
David Bergamini, Earl Brown, Mathilde
Camacho, Charles Champlin, Robert Drew,
Terry Drucker, Timothy Foote, Nancy
Genet, W. K. Goodrich, Lee Hall, Muriel
Hall, Monica Horne, Patricia Hunt, Jerry
Korn, Philip Kunhardt, Mary Leatherbee,
Jeanne Le Monnier, James Lipscomb, Paul
Mandel, Richard Meryman, Jack New-
combe, Eleanor Parish, Joseph Roddy,
Albert Rosenfeld, Irene Saint, Dorothy
Seiberling, John Stanton, Valerie Vonder-
muhl.

REPORTERS: Linda Asher, Elizabeth Baker,
Mary Elizabeth Barber, Margaret Bassett,
Laura Bell, Richard Billings, Patricia Blake,
Margery Byers, Mary Cadwalader, Gail
Cameron, Jeanne Campbell, Sharon Cor-
siglia, Vivian Campbell, Barbara Cummis-
key, Jeanne Dempsey, Josephine Dexter,
Beatrice Dobie, Laura Ecker, Charles El-
liott, Diana Fetter, Jack Fincher, Tom Fla-
herty, Joan Gibson, Frances Glennon, Jud-
son Gooding, Kenneth Gouldthorpe, Gerry
Gruen, Kathleen Hampton, Terry Harnan,
Alicia Hills, Judith Holden, Grayce Horan,
Nancy King, Evelyne Lang, Richard Lewis,
Harvey Loomis, John MacDonald, David
Martin, Joann McQuiston, Loretta Nelson,
Clara Nicolai, Sheila Osmundsen, William
Pain, Betty Patterson, Maya Pines, John
Porter, Stanley Price, Henriette Roosen-
burg, Louise Samuels, Diane Sawyer, Ar-
thur Seidenbaum, Kathleen Shortall, Ruth
Silva, Marion Steinmann, Jean Strong,
Lucy Thomas, Martha Turner, Terry
Turner, Alison Wehren, Marilyn Welle-
meyer, Thomas Wheeler, Margaret Wil-
liams, Alix Witteborg.

COPY READERS: Helen Deuell (Chief),
Dorothy Illson, Barbara Fuller, Virginia
Saddler, Marguerite Scheips, Suzanne Seixas,
Rachel Tuckerman.

LAYOUT: Bernard Quint, David Stech (As-
sociate Art Directors), Margit Varga, Robert
Young (Assistant Art Directors), William
Gallagher, Hilde Adelsberger, Matt Greene,
Earle Kersh, Albert Ketchum, Anthony
Sodaro, Richard Valdati, John Woods.

PICTURE BUREAU: Natalie Kosek (Chief),
Mary Carr, Betty Doyle, Margaret Gold-
smith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J.
Sumits (Chief), George Karas.

PICTURE LIBRARY: Alina Eggleston (Chief),
Doris O'Neil, Alberta Kreh.

U.S. & CANADIAN NEWS SERVICE: James
Shepley (Chief), Tom Carmichael, Richard
Clurman, Helen Fennell, Marshall Lums-
den, Charles Osborne—WASHINGTON: John
L. Steele, Donald Wilson, Patsy Parkin, Nor-
man Ritter, Don Schanche, Henry Suydam;
CHICAGO: Roy Rowan, Jane Estes, John
McDermott, Russell Sackett, Don Under-
wood, Paul Welch; LOS ANGELES: Frank
McCulloch, John Jenkinson, Shana Alexan-
der, Peter Bunzel, James Goode, George
McCue, Davis Thomas, David Zeitlin;
ATLANTA: Harry Johnston, Richard Stolley,
Robert Mason; BOSTON: Murray Galt,
Wilbur Jarvis; DALLAS: Thomas Martin,
Jane Scholl; DENVER: Barron Beshoar,
Bayard Hooper; DETROIT: Marshall Berges,
Richard Anthony; SAN FRANCISCO: Richard
Pollard, William Trombley; SEATTLE: Rob-
ert Schulman; ANCHORAGE: William Smith;
OTTAWA: Arthur White, Oliver Clausen;
MONTREAL: Harrison Lilly; TORONTO:
Douglas How; CALGARY: Ed Ogle.

FOREIGN NEWS SERVICE: Emmet John
Hughes (Chief), John Boyle, George Catur-
ani, Florence McNeil—LONDON: Robert
Manning, Norman Ross, Anne Angus, Ruth
Lynam, Robert Morse; PARIS: Frank White,
Milton Orshesky, Anne Chamberlin, Will
Lang, Gabrielle Smith, David Snell; THE
HAGUE: Israel Shenker; BONN: Edward
Hughes, John Mulliken; VIENNA: Dwight
Martin; ROME: Walter Guzzardi Jr., Dora
Jane Hamblin; RABAT: Stanley Karnow; JO-
HANNESBURG: Curtis Prendergast; ATHENS:
Donald Burke; BEIRUT: John Meeklin;
NEW DELHI: Donald S. Connery; HONG
KONG: James Bell, Scot Leavitt, James
Burke; TOKYO: Alexander Campbell; MEX-
ICO CITY: Richard Oulahan Jr.; PANAMA:
Bruce Henderson; RIO DE JANEIRO: George
de Carvalho; BUENOS AIRES: Piero Saporiti.
PUBLISHER.....Andrew Heiskell
GENERAL MANAGER.....Robert T. Elson
ADVERTISING DIRECTOR.....Clay Buckhout

FREE SHINE CLOTH
Now in Every Carton



GRIFFIN MICROSHEEN

Better than aspirin
even with buffering for
**TENSE NERVOUS
HEADACHES**



Nervous tension headaches need the special relief Anacin® gives. Here's why Anacin is better than aspirin, even with buffering added. Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven ingredi-
ents. Anacin acts to (1) relieve pain, (2) calm nerves—leave you relaxed, (3) fight depression... and Anacin Tablets do not upset the stomach. Buy Anacin today!

3 out of 4 doctors recommend
the ingredients of ANACIN



UPSET stomach?
GET TOTAL RELIEF FROM EXCESS
STOMACH ACIDS IN SECONDS!



TUMS ARE ECONOMICAL—3 ROLLS ONLY 25¢

**Like Walking
on Pillows!**

Dr. Scholl's
Air-Pillo INSOLES



Air-Cushion your
shoes for only... 60¢

1. Relieve painful Callouses.
2. Give mild cushioning support... ease pressure on nerves of feet.
3. Help lessen strain from long standing or walking.

Try this modern miracle of walking ease and you'll never be without it. Cushions, ventilates your feet from heel to toe. Sizes for men and women. At Drug, Shoe, Dept., 5-10¢ Stores.

Dr. Scholl's AIR-PILLO Insoles

Your home deserves the finest . . .

NEW! UNBREAKABLE MARLEX[®] PLASTIC HOUSEWARES YOU CAN BOIL



You'll want to be one of the first to add these sparkling new high density polyethylene housewares to your home. **STERILIZE THEM! FREEZE THEM!** Lustrous glossy finish is grease resistant, durable, easy to clean. Choice of smart, modern colors.



OK FOR AUTOMATIC DISHWASHERS



DELUXE BABY BATH
20 qt. size, yellow, mint, pink and blue in reusable polyethylene bag



3 PC. MIXING BOWL SET
1½, 2½ and 4 qt. sizes, yellow, white and pink

4 QT. MIXING BOWL ONLY
Yellow, white and pink



BEVERAGE CUP
Yellow, mint, pink and blue



2 QT. PITCHER with WHITE HINGED COVER
Red, yellow and turquoise



DELUXE COLANDER
10½"x4½", red, yellow, white and turquoise



WONDER BASIN
12"x3¼", red, yellow, white and turquoise



DELUXE CEREAL BOWL
Yellow, mint, pink and blue



TODDY POTTY
Yellow, mint, pink and blue in reusable polyethylene bag



TUMBLER PAK
Four 8 oz. assorted color tumblers in polyethylene bag



DELUXE SQUARE DISHPAN
14½"x12½"x6", red, yellow, white and turquoise



DELUXE ROUND BASIN
15"x5¼", red, yellow, white and turquoise



20 oz. REFRIGERATOR CONTAINER
All White



DELUXE SINK STRAINER
10¼"x7¾"x3", red, yellow, white and turquoise

Beacon Plastics

NEWTON 61, MASS.

Canadian Plant: St. Hyacinthe, Quebec

*MARLEX is a trademark for Phillips family of olefin polymers.

AVAILABLE AT THESE FINE STORES

Akron - THE M. O'NEIL CO.
Atlanta - DAVISON-PAXON CO.
Boston - JORDAN MARSH CO.
Bridgeport - D. M. READ CO.
Buffalo - ADAM, MELDRUM & ANDERSON CO.
Chicago - MARSHALL FIELD & CO.
Cleveland - THE WM. TAYLOR SON & CO.
Dallas - TITCHE-GOETTINGER CO.
Detroit - THE J. L. HUDSON CO.

El Paso - POPULAR DRY GOODS CO.
Houston - JOSKE'S OF HOUSTON
Indianapolis - THE WM. H. BLOCK CO.
Kansas City, Mo. - MACY'S KANSAS CITY
Little Rock - PFEIFERS OF ARKANSAS
Los Angeles - BULLOCK'S DOWNTOWN
Memphis - J. GOLDSMITH & SONS CO.
Miami - JORDAN MARSH & CO.
Milwaukee - SCHUSTER'S

Minneapolis - DAYTON'S MINNEAPOLIS & ROCHESTER
New Orleans - D. H. HOLMES CO., LTD.
New York City - MACY'S
Newark - KRESGE-NEWARK BAMBERGER'S
Philadelphia - STRAWBRIDGE & CLOTHIER
Phoenix - KORRICK'S
Pittsburgh - GIMBEL'S
Portland, Me. - PORTEUS MITCHELL & BRAUN CO.
Portland & Salem, Ore. - MEIER & FRANK CO.

Providence - THE OUTLET CO.
Rochester - McCURDY'S
St. Louis - STIX, BAER & FULLER CO.
Salt Lake City - Z.C.M.I.
San Francisco - MACY'S SAN FRANCISCO & BRANCHES
Toledo - LaSALLE & KOCH CO.
Tulsa - BROWN DUNKIN CO.
Washington, D.C. - THE S. KANN SONS CO.
Wichita - INNES CO.

CANADA - THE ROBERT SIMPSON CO. and SIMPSON'S-SEARS STORES

AND AT OTHER LEADING STORES THROUGHOUT THE U. S. A. & CANADA



**He thought
any insurance was
"Good Enough"**

He bought his home back in 1948. A friend said to him at the time, "Be sure and talk with an independent agent before you buy insurance." But he supposed that any insurance was good enough, and he ignored his friend's advice.

Last month his house burned. That was when he discovered the shocking truth. *His insurance covered only the 1948 value of his house!* His friend's home is fully insured—for its *present* value. Why? Because a local independent agent has periodically pointed out that the value of property changes—that rebuilding a house today would cost twice as much as in 1948.

Your independent agent is a trained insurance specialist. He sees to it that you always have the *right* protection. He suggests that you increase or decrease your insurance as your property's value changes. And when you have a claim, he takes care of all bothersome details until it is settled.

Do as four out of five home owners do. Buy your insurance through a professional, independent agent.

Look for this seal



NATIONAL ASSOCIATION OF INSURANCE AGENTS, INC.

LETTERS TO THE EDITORS

MOMENTS OF HAPPINESS

Sirs:

I must take the time to write of my appreciation of the fine photographic essay, "A Picture Portrayal of Moments of Happiness" (LIFE, Oct. 27).

It is rare indeed that a picture can give such vivid life and meaning to a philosophic quotation as was done. My congratulations to LIFE and Nina Leen for an outstanding essay that will long be remembered.

ROBERT D. SMITH JR.

Phoenix, Ariz.

Sirs:

I am forever indebted to Nina Leen and LIFE for the beautiful photographs, which in themselves create moments of happiness—visual, mental and spiritual—for the viewer.

FAITH BALDWIN

Norwalk, Conn.

Sirs:

This is just a small note of appreciation for the fine article. Many of these pictures reminded me of things I've seen and never been able to put into words. Now I realize that they can't be put into words—it takes pictures like these to bring them to light.

ELSA JO CARVER

Balboa, Calif.

Sirs:

In this cold, busy world it certainly is wonderful to be able to open a magazine and find articles so heart-warming.

JULIA O. JACKSON

St. Albans, N.Y.

TRIBUTE TO TAFT

Sirs:

Finally this country finds time to pay fitting tribute to one of America's great statesmen ("Capital Tribute to Robert Taft," LIFE, Oct. 27). Senator Taft was blessed with an intelligence equal to that of those who wrote the Declaration of Independence and the Constitution. Were there more statesmen of Senator Taft's stature, this country would not be in the precarious position it is in today. The death of such a man was a tragic loss.

MRS. C. A. ROMBACH

San Bruno, Calif.

Sirs:

The Taft Memorial is an exceedingly handsome building. However, I was disappointed that you did not

include a photograph of the statue that will adorn it.

DAVID ST. CLAIR

Cambridge, Mass.

● Here is a clay working model of the statue and its sculptor, Wheeler Williams. The finished statue, cast in bronze, will be 10'4" high.—ED.



TAFT'S STATUE

Sirs:

When you published a beautiful photograph of the Taft Memorial, you neglected to mention the one person really responsible for this magnificent design, the architect. He is Douglas Orr of New Haven, Conn.

MARGARET VAN PELT VILAS

New Haven, Conn.

ANTI-SEMITISM

Sirs:

A small band of anti-Semitic criminals do not reflect the feelings of the South ("Violent Act of Anti-Semitism in the South," LIFE, Oct. 27). Violence, bigotry and insanity are not limited to southern territory.

The South holds no franchise on anti-Semitism. And you hold no franchise on outrage and indignation over this kind of barbarity.

ALBERT KIRBY

Rome, Ga.

Sirs:

After having read the article for the third time, I am still aghast that the cross of Jesus Christ could be so defamed as to appear as a symbol of such despicable activity. The thoughts and minds of such people as Richard and Robert Bowling, John Kasper and Edward Fields are on par with the most decadent in history.

FRANKLIN R. TAYLOR

Kalamazoo, Mich.

Sirs:

If the truth were known, the majority of the people in the South deplore such acts of violence just as much as the majority in other parts of the country do. John Kasper is just as unpopular in North Carolina as he is in New York. Perhaps more so. There he is a curiosity. Here he is tabbed for what he is, a hate monger and a rabble rouser.

We have our problems, but nobody outside the South seems to take a sympathetic attitude toward helping us solve our problems.

GEORGE B. WEAVER

Albemarle, N.C.

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Subscription Service: J. Edward King, Genl. Mgr. Mail subscription orders, correspondence and instructions for change of address to:

LIFE SUBSCRIPTION SERVICE
540 N. Michigan Avenue
Chicago 11, Illinois

Change of Address: Send old address (exactly as imprinted on mailing label of your copy of LIFE) and new address (with zone number if any)—allow three weeks for change-over.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Edgar R. Baker, Bernard Barnes, Clay Buckhout, Arnold W. Carlson, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice, Weston C. Pullen, Jr.; Comptroller and Assistant Secretary, John F. Harvey.

FABULOUS ALL-ELECTRIC MOVIE CAMERA AND PROJECTOR IN ONE

WITTNAUER'S NEW INVENTION—
A HIGH-PRECISION
PROFESSIONAL-TYPE UNIT
THAT CAN SAVE YOU OVER \$100

30 SECONDS FROM CAMERA TO PROJECTOR



WITTNAUER CINE-TWIN

Here is the amazing new Wittnauer Cine-Twin that you have heard about. This fabulous professional-type all-electric movie camera and projector combination can save you over \$100 as compared with separate units of equal quality. ☞ Take the Cine-Twin professional-type camera. It's battery driven; no springs to wind—you can take a full reel and even get into the action yourself. A few of the other exclusive features: a true turret; an oversized optical zoomfinder; a lifetime safety-signal indicator which constantly monitors the camera's electronic circuit. You

experience the thrill of taking fascinating professional-quality home movies—steady, flickerless, brilliant in color, correct in speed. A graphic color-coded exposure system guarantees perfect shots. ☞ In 30 seconds your Wittnauer Cine-Twin converts from camera to compact, high-precision projector—ready to regale you with perfectly beautiful, brilliantly colored, flickerless home movies. ☞ But, truly, words cannot describe this amazing all-electric movie camera-projector combination. We urge you to see the Wittnauer Cine-Twin for yourself. The price

complete, ready to take and show movies, with f/2.5 standard taking lens and f/1.6 projection lens—\$169.50. Telephoto and wide-angle accessory lenses are available at nominal extra cost.

Wittnauer Cameras

WITTNAUER CAMERA DIVISION
Longines-Wittnauer Building, Fifth Avenue, New York 36
Please send literature describing the Wittnauer Cine-Twin.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Plastic

DOYLIES-PLACE MATS

by Roylies



Here they are!—beautiful, washable, durable PLASTIC DOYLIES-PLACE MATS by ROYLIES. They're perfect anywhere—*everywhere!*—in your home: where you dine, where you entertain, where you relax. Place PLASTIC DOYLIES-PLACE MATS by ROYLIES under serving dishes in the kitchen, platters on the dining table, cocktail glasses in the living room, T.V. lamps, flower pots... everywhere that you want to protect a fine surface and enhance your home. Even liquids and food won't penetrate these authentic reproductions of fine lace... and their exquisite decorator-look is certain to beautify your home. There's a wide selection of lovely colors, shapes and sizes at your Variety Store, Supermarket, Department Store or neighborhood store. Get yours—*today!*

Plastic
Doylies & Place Mats
by **Roylies**

To set a lovely table, start with bright, economical ROYLPRINT paper place mats. Use them just once, then toss away. They're exquisitely designed, in a variety of colors and patterns. And, add charm to every meal with ROYLIES paper doylies... authentic reproductions of fine old lace in a range of round and oblong sizes. Cost pennies a serving!



Royal Lace Paper • Brooklyn 1, N. Y. (Div. of Standard Packaging Corp.)

LETTERS TO THE EDITORS

CONTINUED

REQUIEM FOR PIUS

Sirs:

Although I am a Protestant, I must tell you that many of my friends of the same faith were greatly enlightened, appreciative and sympathetic of the great worldwide Roman Catholic Church, after reading LIFE's stories about the Pope ("Regal Requiem for Pius," LIFE, Oct. 27).

PFC. WHITEHALL J. MANNING JR.
San Francisco, Calif.

Sirs:

I wish to take this occasion to congratulate you for the magnificent coverage on the death and funeral of His Holiness Pope Pius XII.

JOSEPH L. J. BORGATTI
Bronx, N.Y.

Sirs:

Did you intend to arouse sympathy from your readers with your telescopic profile of the late Pope? Instead of inspiring feeling and emotion, the picture was far too realistic to create anything but disgust.

KATHY KIMMERLE
Millbrook, N.Y.

ELEPHANTS AND MEN

Sirs:

In your article, "An Odd Epic of Elephants and Men," you state that Trevor Howard was commissioned, and later won the Military Medal.

In the British Army, and in fact in all Commonwealth armies, the gaining of this coveted decoration is restricted to a gallant few from the ranks. It is just not possible for a commissioned officer to win the Military Medal.

Either Howard was stripped of his commission and reverted to the ranks or he won the Military Cross for gallantry in action. The former is so highly improbable that it must have been the latter.

LIEUT. COLONEL J. E. LEACH
Don Mills, Ont., Canada

• It was the Military Cross.—ED.

DEFIANT RUSSIAN

Sirs:

I had just finished reading about Boris Pasternak winning the Nobel Prize for Literature (in our newspaper of course) when I opened LIFE and lo and behold there was a fine article on him ("A Brave, Defiant Russian," LIFE, Oct. 27).

Once again LIFE comes through with a timely piece of reporting.

GERALD T. KUC
Chicago, Ill.

Sirs:

Thank you for your pictures of Boris Pasternak, which supply a significant footnote to his book.

The supreme thing about Pasternak and *Doctor Zhivago* seems to be that—as some men don't need money to be rich—they haven't needed freedom to be free.

EVELYN SCOTT
Pacific Palisades, Calif.

EDITORIAL

Sirs:

Whenever the Republican party becomes "Mr. Nixon's Party," as suggested in your editorial (LIFE, Oct. 27), millions of Republicans will walk out. What our party needs is a leader, of Theodore Roosevelt's stature, not a lightweight political opportunist.

PAUL COWGILL
Cardiff, Calif.

TRIUMPH FROM A 'FAILURE'

Sirs:

I was disappointed to note in reading the moon shoot story ("Triumph from a 'Failure,'" LIFE, Oct. 27) that J. Bryan III did not name the builder of the fourth stage's retro-rocket—the Thiokol Chemical Corp. I was surprised because the builders of the first, second and third stage rockets were named in his report.

I said I was disappointed. More correctly, I should say that over 4,000 scientists, engineers, technicians and office workers who comprise Thiokol's rocket divisions are disappointed. A great part of their reward for the long hours, the enthusiasm that makes them try and try again, is recognition of their work.

TOM JOHNSTON
New York, N.Y.

MONTGOMERY: PART III

Sirs:

When all is said and done, it is apparent that the Bradleys, the Pattons, the Marshalls, even the Eisenhowers, the Alanbrookes and the Alexanders will be footnotes in military history in which Montgomery will be a chapter heading ("Bulge, Bitterness But Final Victory," LIFE, Oct. 27).

So Montgomery was cocky and egotistical, but who had better reason to be? His triumphs were so sweeping, his mistakes so few and so human.

JOHN DOMINIC MICHAEL
Washington, D.C.

SEQUEL

Sirs:

I was the "U.S. visitor" referred to in the story, "Lame Prince's Lithe Progress" (LIFE, Oct. 27), who was the guest of His Majesty King Saud in Riyadh last March.

In showing the prince at play, your caption stated, "His young playmates are the numerous other sons of King Ibn Saud and of Ibn Saud's late father." This is incorrect. The correct name of the present king is H.M. King Saud ibn Abdul Aziz al Saud and known popularly as King Saud. His name indicates that he is the son of Abdul Aziz. The name of his father, the late king, was H.M. Abdul Aziz ibn Abdul Rahman al Saud. He was the son of Abdul Rahman and was known popularly as Ibn Saud.

ALFRED M. LILIENTHAL
New York, N.Y.

LIFE

540 N. Michigan Ave., Chicago 11, Ill.

Please send **ONE YEAR OF LIFE \$7.75** (in continental U.S., Hawaii, Puerto Rico, Virgin Islands, and Canada).
(1 year at the single copy price would cost you \$13.00)

to name

..... address

city zone state

TO SPEED DELIVERY OF LIFE—and all your mail—please be sure to include your zone number in your address. The mail you send will get there faster, too, if the address carries a zone number.
L-3446

Here comes
the all-new

'59 DE SOTO



with the fabulous Adventurer engine

There's nothing quite like sitting behind the prize-winning Adventurer engine. Performance is truly sensational! And now this engine is optional on any De Soto.

De Soto's standard engines are superb, too. The new Turboflash V8's just pour out smooth, quiet, economical power. And power is only the start of the '59 De Soto story.

NEW SPORTS SWIVEL SEATS. At last—here's a car seat that lets your wife get in and out like a lady. Simply touch a lever and the front seat turns. She can swing in or out

in one easy motion—even in a tight skirt.

NEW LEVEL-CRUISE RIDE. Famous Torsion-Aire suspension, combined with De Soto's longer wheelbase and steadying weight gives you America's smoothest, safest ride. Automatic load-leveling is optional.

NEW FLAIR-STREAM STYLING makes De Soto the smartest way to go places. Every line says power, quality and authority. And

the roomy fashion-vogue interiors establish a new, practical elegance.

NEW STANDARDS OF QUALITY. New push-button heating, push-button drive. New electric-eye rear-view mirror, other advanced features.

See your De Soto dealer today. Three lines to choose from in a wide range of prices. De Soto Division, Chrysler Corp.

The smart way to go places... DE SOTO

Exciting new Cranberry Surprise

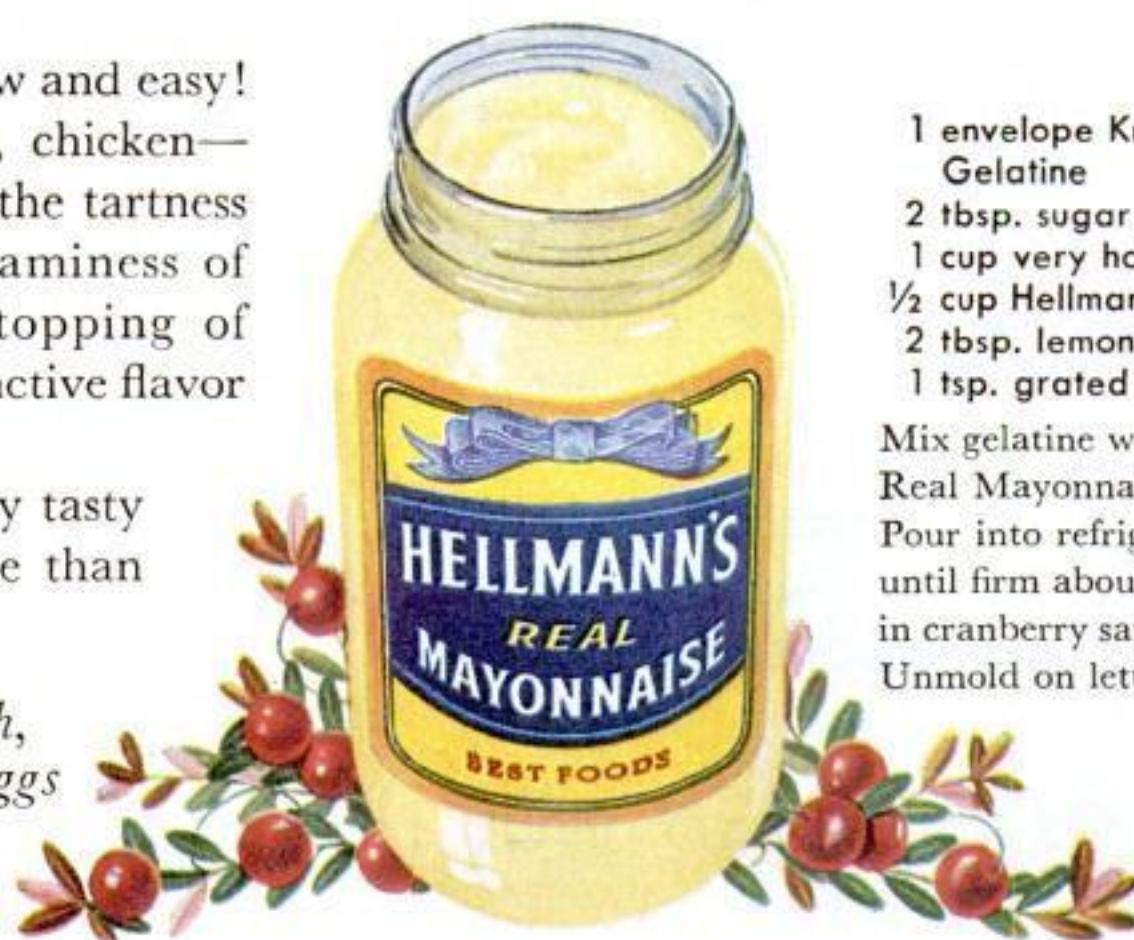


this is the place for HELLMANN'S

CRANBERRY HOLIDAY SURPRISE—it's new and easy! Serve with your holiday turkey, ham, chicken—or *any* meal. This colorful salad blends the tartness of cranberries with the delicate creaminess of Hellmann's® Real Mayonnaise. A topping of Hellmann's, too, provides the final distinctive flavor garnish.

Yes, Cranberry Surprise is a delightfully tasty holiday treat—and even easier to make than regular fruit-gelatin salads!

REAL MAYONNAISE... Flavor-fresh, smooth and light . . . famous for whole eggs



CRANBERRY SOUFFLE SALAD

- | | |
|-------------------------------------|--|
| 1 envelope Knox Unflavored Gelatine | 1 (1-lb.) can Ocean Spray Whole Cranberry Sauce* |
| 2 tbsp. sugar . . . ¼ tsp. salt | 1 orange or apple, peeled and diced, or one 8½ oz. can pineapple tidbits |
| 1 cup very hot water | ¼ cup chopped walnuts |
| ½ cup Hellmann's Real Mayonnaise | |
| 2 tbsp. lemon juice | |
| 1 tsp. grated lemon rind | |

Mix gelatine with sugar and salt. Add hot water. Stir until dissolved. Add Real Mayonnaise, lemon juice and lemon rind. Blend with rotary beater. Pour into refrigerator tray and quick-chill in freezing unit 10-15 min., or until firm about 1 inch from edge but soft in center. Beat until fluffy. Fold in cranberry sauce, fruit and walnuts. Pour into molds and chill until firm. Unmold on lettuce. Top with Real Mayonnaise. 6 servings.

*If fresh cranberries are used, put 2 cups fresh cranberries through food chopper. Add ½ cup sugar. Let stand for 10 min. This recipe is on Ocean Spray Fresh Cranberry boxes.



Wash and Wear...or...Wash and Beware?

When a wash-and-wear cotton shrinks, it deserves to be called wash-and-beware. And unpleasant as it sounds, some of the new wash-and-wear cottons can shrink—right out of fit. Then how can you tell which ones won't?

Easiest thing in the world. Look for the "Sanforized" trademark on wash-and-wear just as you do on any other cotton. Then you know it will wash, wear and keep its fit. Permanently.

For permanent-fit wash-and-wear, insist on the "Sanforized" label.

•SANFORIZED•
TRADE © MARK

CLUETT, PEABODY & CO., INC., PERMITS USE OF ITS TRADEMARK "SANFORIZED", ADOPTED IN 1930, ONLY ON FABRICS WHICH MEET THIS COMPANY'S RIGID SHRINKAGE REQUIREMENTS. FABRICS BEARING THE TRADEMARK "SANFORIZED" WILL NOT SHRINK MORE THAN 1% BY THE GOVERNMENT'S STANDARD TEST.

THE 1959 PONTIAC BONNEVILLE VISTA

*Keep that new car thrill alive—
in any make of car you drive!*



THE 1959 DODGE CUSTOM ROYAL 4-DOOR LANCER

The





THE 1959 PLYMOUTH SPORT FURY

THE 1959 OLDSMOBILE "98" HOLIDAY SPORTSEDAN

THE 1959 DE SOTO FIREFLITE 4-DOOR SPORTSMAN

New Car Gasoline

'59 Mobilgas

SPECIAL

**Gives you high energy performance—
yet you can save up to 2¢ per gallon!**

Mighty exciting—the beautiful new 1959 cars . . . to look at—to own—to drive! And whichever make or model is the one for you, you can *keep* that new car thrill with *The New Car Gasoline—'59 Mobilgas Special!*

'59 Mobilgas Special gives you the *high energy performance* your car was designed to deliver . . . instant starting—smooth, quiet idling—thrilling power and pick-up—plus top miles per gallon, too! Yet it can save you up to 2 cents per gallon over many super premiums! For your new *or* late model car you need *The New Car Gasoline—'59 Mobilgas Special*. Now at your friendly Mobil dealer's.



THE 1959 LINCOLN PREMIER LANDAU

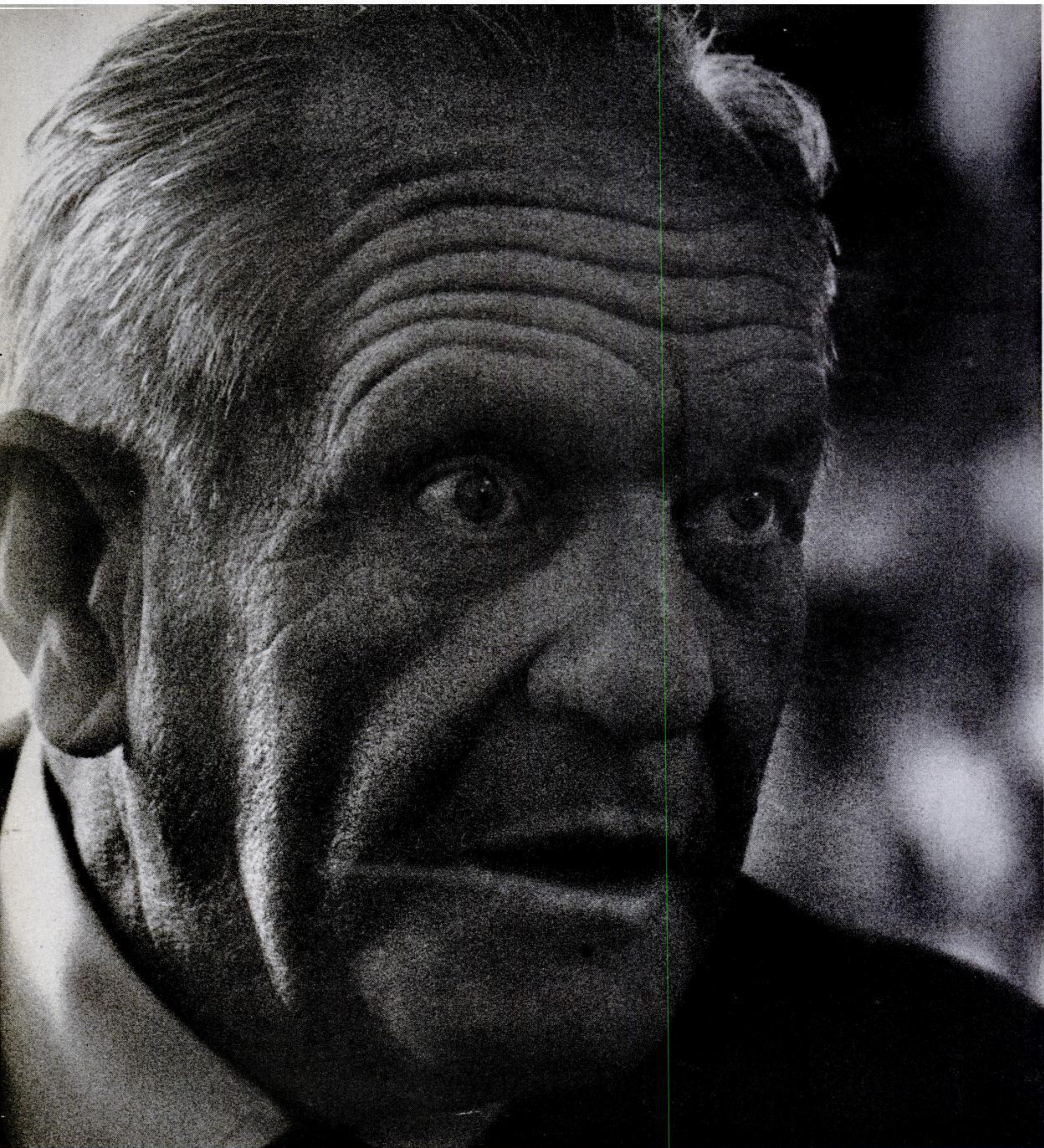


FOR NEW CAR POWER AND ECONOMY—

You're Miles Ahead with Mobil!

Tune in "TRACKDOWN" every Friday night, CBS-TV

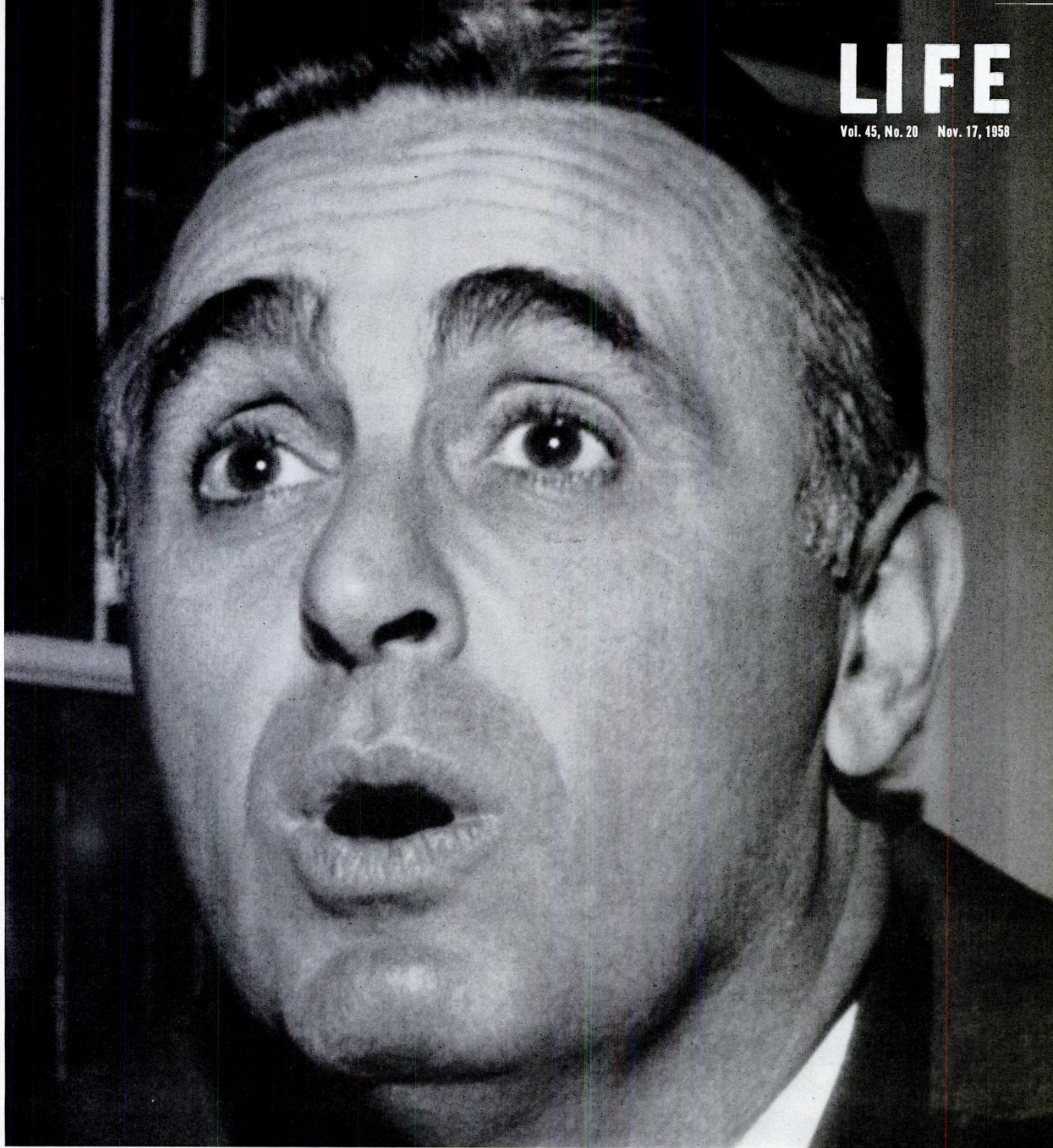
SOCONY MOBIL OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



IN LOS ANGELES GOVERNOR GOODWIN KNIGHT IS STUNNED BY HIS DEFEAT IN SENATE RACE. HE LOST TO DEMOCRAT CLAIR ENGLE BY SOME 700,000 VOTES.

REFLECTION OF SHOCK FOR OPPOSITE REASONS

The look of dazed disbelief frozen on the furrowed face of Governor Goodwin Knight of California and the open-mouthed astonishment of Connecticut's Democratic Governor Abraham Ribicoff reflected—for opposite reasons—a shock that was felt from one end of the country to the other. The two men were caught in a political earthquake. It buried Knight's hopes of being a U.S. senator and catapulted Ribicoff into a second term. It left the Republican party in a shambles over most of the U.S.



IN HARTFORD, CONN. GOVERNOR RIBICOFF IS STUNNED BY HIS HUGE PLURALITY OF 250,000 VOTES. "NO MAN DESERVES THAT KIND OF TRIBUTE," HE SAID

Statistics told the story. In the Senate, Democrats raised their 49 to 47 margin to 62 to 34. In the House they boosted it from 235 to 200 edge to 282 to 152. Their 29 governors shot up to 34. In 15 states legislative houses passed from Republican to Democratic control.

As both parties probed the reasons for the landslide (see *Editorial, page 36G*), its effects were already being felt. Admittedly baffled, President Eisenhower grimly drew lines for a two-year battle with the heavy congressional

opposition. A despondent Vice President Nixon who had carried the brunt of his party's campaign fight—particularly in his home state of California where the G.O.P. suffered disastrously—went briefly into seclusion as if to dissociate himself from the debacle.

There was a host of surprise winners (following pages), that included some glamorous young candidates who had a special appeal to the voters. Chief among them was Republican Nelson Rockefeller (see cover), New York

governor-elect, whose triumph in the midst of his party's disaster made him a threat to Nixon as the G.O.P. presidential candidate in 1960.

Meanwhile the elated Democratic leaders were brusquely getting ready to run the country. Speaker Sam Rayburn bitterly recalled Eisenhower's partisan campaign speeches about "radical" Democrats. Senator Lyndon Johnson set forth a Democratic legislative program which, more than any state-of-the-union proposals, would guide the incoming Congress.



UNEXPECTED WINNER, Vance Hartke, 39, Democrat of Indiana, gets big hug from his wife and son Keith in Evansville after winning handily over Governor

Harold Handley in the race for the Senate seat of retiring Republican William Jenner. Hartke, mayor of recession-hit Evansville, stressed economic issues.



VERMONT SURPRISE, Democrat Bill Meyer, here with his wife, was elected state's only congressman.



BRICKER'S CONQUEROR, ex-Congressman Stephen Young, Ohio Democrat, beat veteran senator.

UPSETS AND SURPRISES IN THE BIG LANDSLIDE

The election was full of upsets and surprises. In invariably Republican Indiana, Evansville's ebullient Democratic mayor was elected to the Senate. Vermont, symbol of granitic Republicanism, picked its first Democratic representative since 1850. But the most significant change in the Senate was the withering of the Republican party's right wing.

In Ohio a Democrat who had run 16 times for state and federal offices and lost 10 times

beat one of the Senate's sturdiest conservatives, John W. Bricker. In Nevada a Democrat who looks like Gene Autry knocked off Senator "Molly" Malone. In Pennsylvania, Hugh Scott pulled an upset for the Republicans by beating the powerful governor for the Senate. But it was in Connecticut that the largest upset occurred. There voters who two years ago had picked a solid Republican congressional delegation elected a full slate of Democrats.



NEVADA UPSETTER, Howard Cannon, Democrat, shown with children, beat Senator George Malone.



REPUBLICAN VICTOR, Hugh Scott of Pennsylvania, beat Democratic Governor Leader for Senate.



CONNECTICUT CONTINGENT to the House, all Democrats, includes: front row: former Governor

Chester Bowles, Frank Kowalski, John S. Monagan, Emilio Daddario. Rear: Donald Irwin, Robert Giaimo.

PLUS QUALITIES AT THE POLLS: YOUTH, LOOKS AND SEX APPEAL



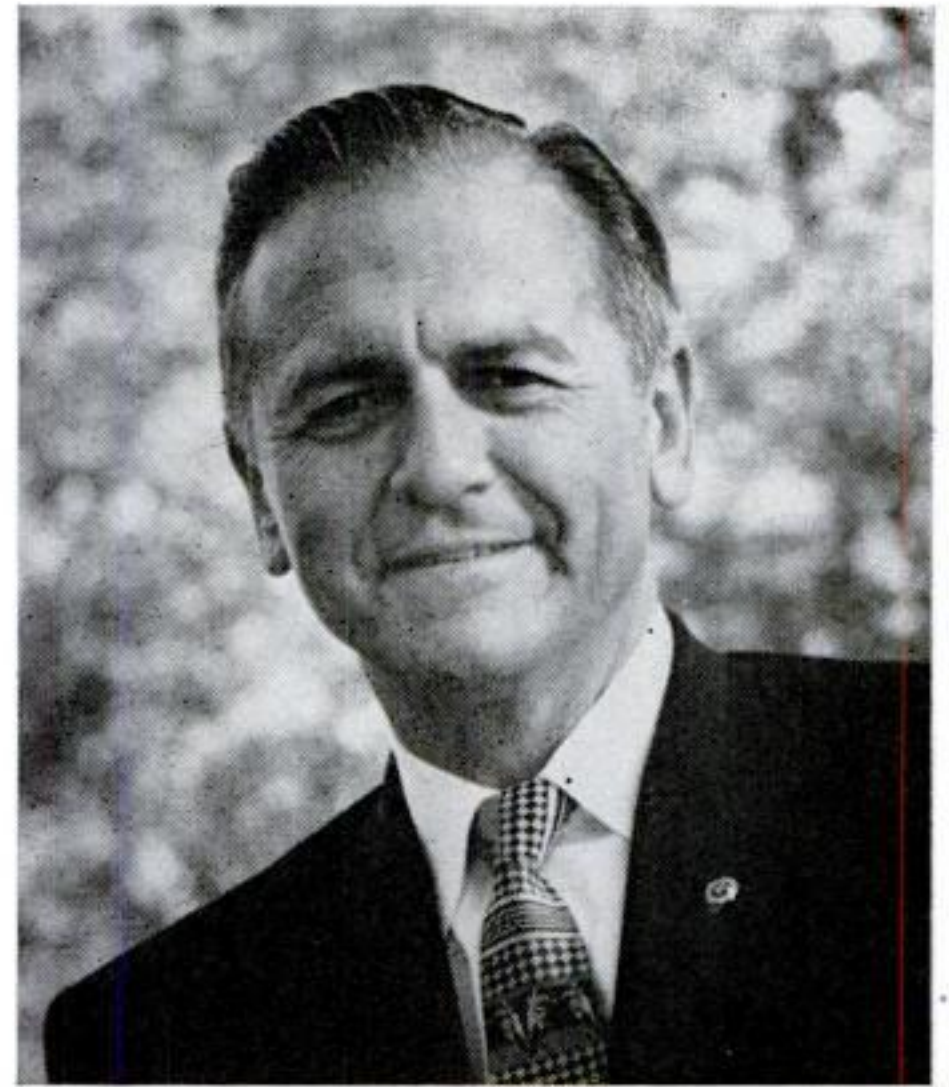
HARDY SPORTSMAN Gale McGee, 43, Democrat of Wyoming, bagged pheasant after bagging Republican Frank Barrett in Senate race. He also hunted votes on television, was so effective women said they got a "buzz" from watching him. During campaign he traveled 110,400 miles around state, shook 114,300 hands.

FASHIONABLE YOUNGSTERS, Howard Edmondson, 33 (left), and George Nigh, 31, Democrats, emphasized youth in campaign, were swept in as the youngest governor and lieutenant governor in Oklahoma's history. The Republicans they beat by record 3 to 1 margin were Phil Ferguson, 54, and George Sherritt, 74.

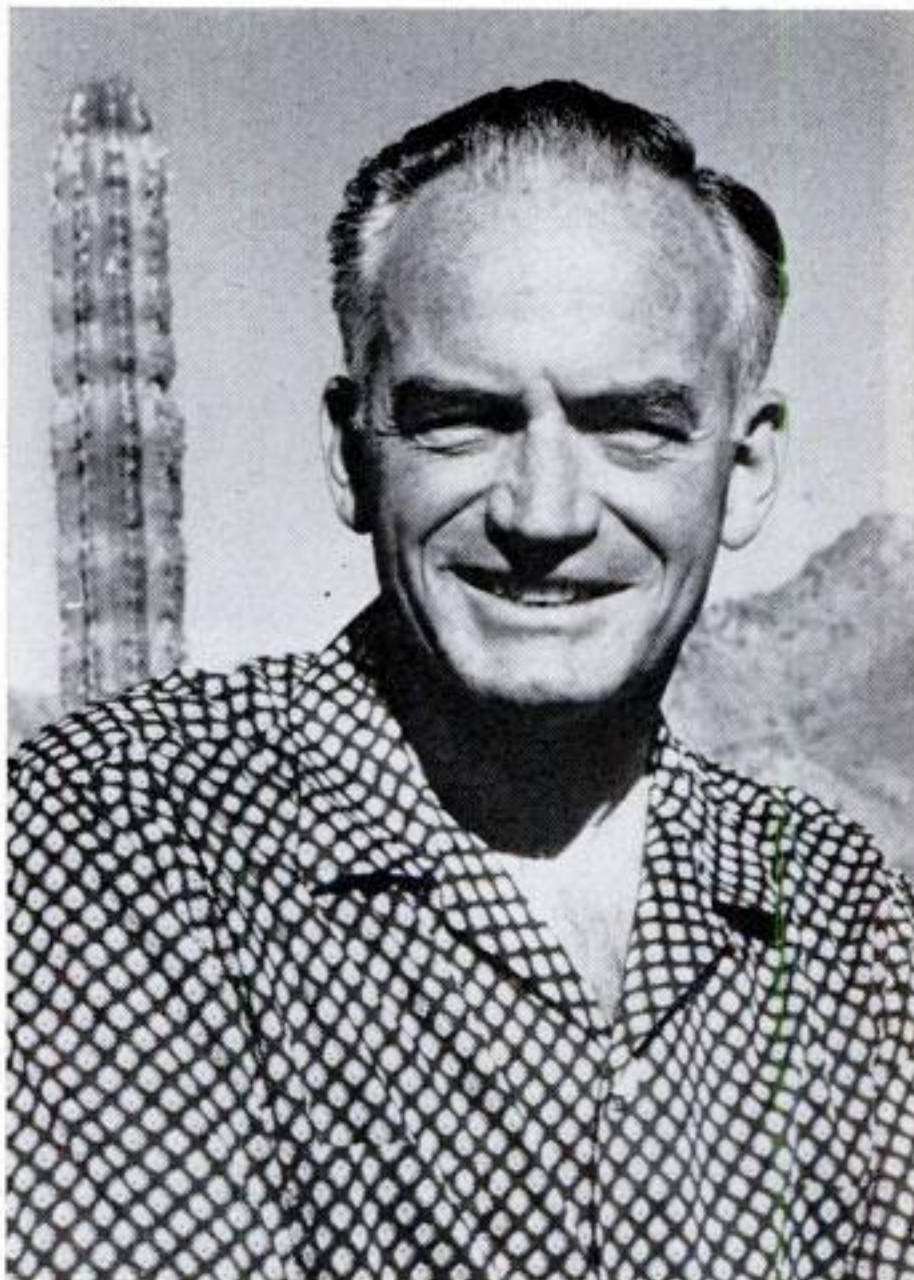




GLAMOROUS GO-GETTER, Democrat Harrison Williams, 39, of New Jersey, won Senate seat. A protégé of handsome Governor Meyner, he was told by a lady, "You're even handsomer than Meyner."



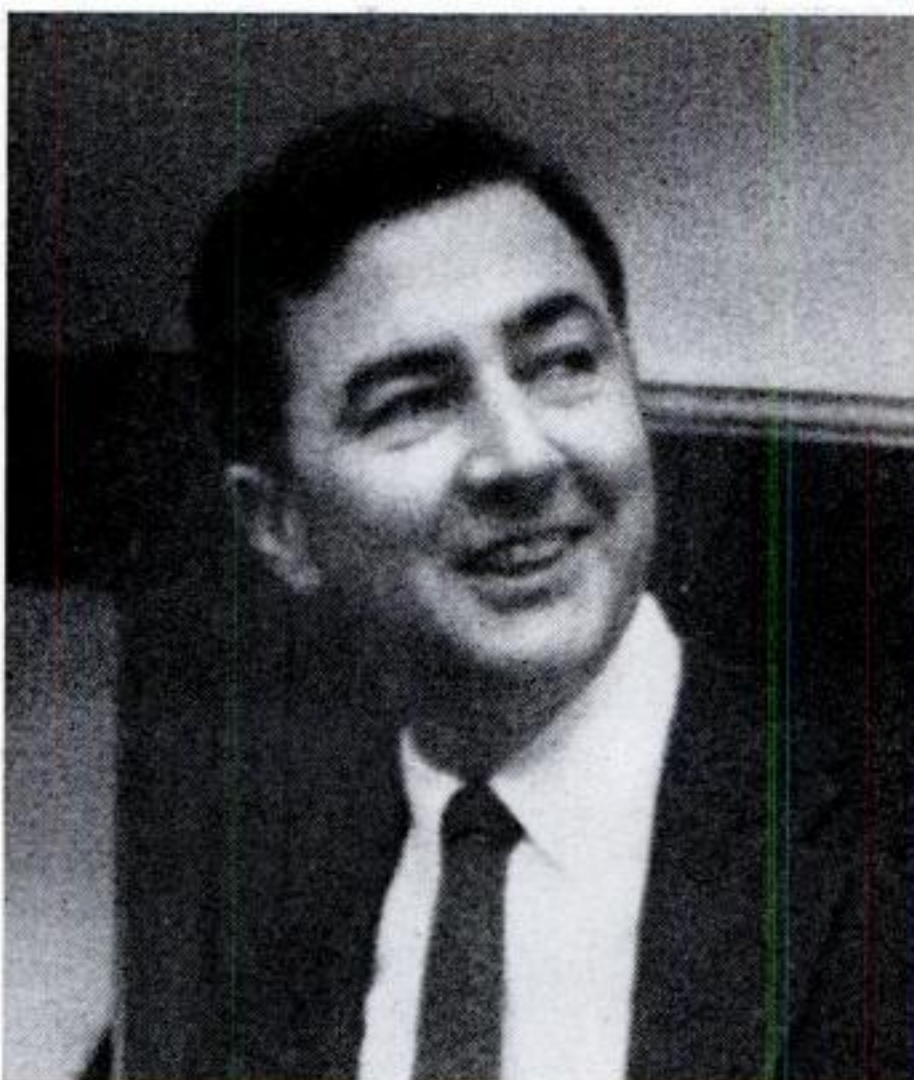
SUAVE UTAHAN, Democrat Frank Moss, 47, beat Senator Arthur Watkins. In campaign Republican lady looked at Moss and said, "He doesn't have a chance, but I wish he weren't so good-looking."



ARIZONA HE-MAN, Barry Goldwater, campaigned in sport shirt and slacks, flew own plane around state. A radical dresser, he was one of the few conservative Republican senators to survive election.



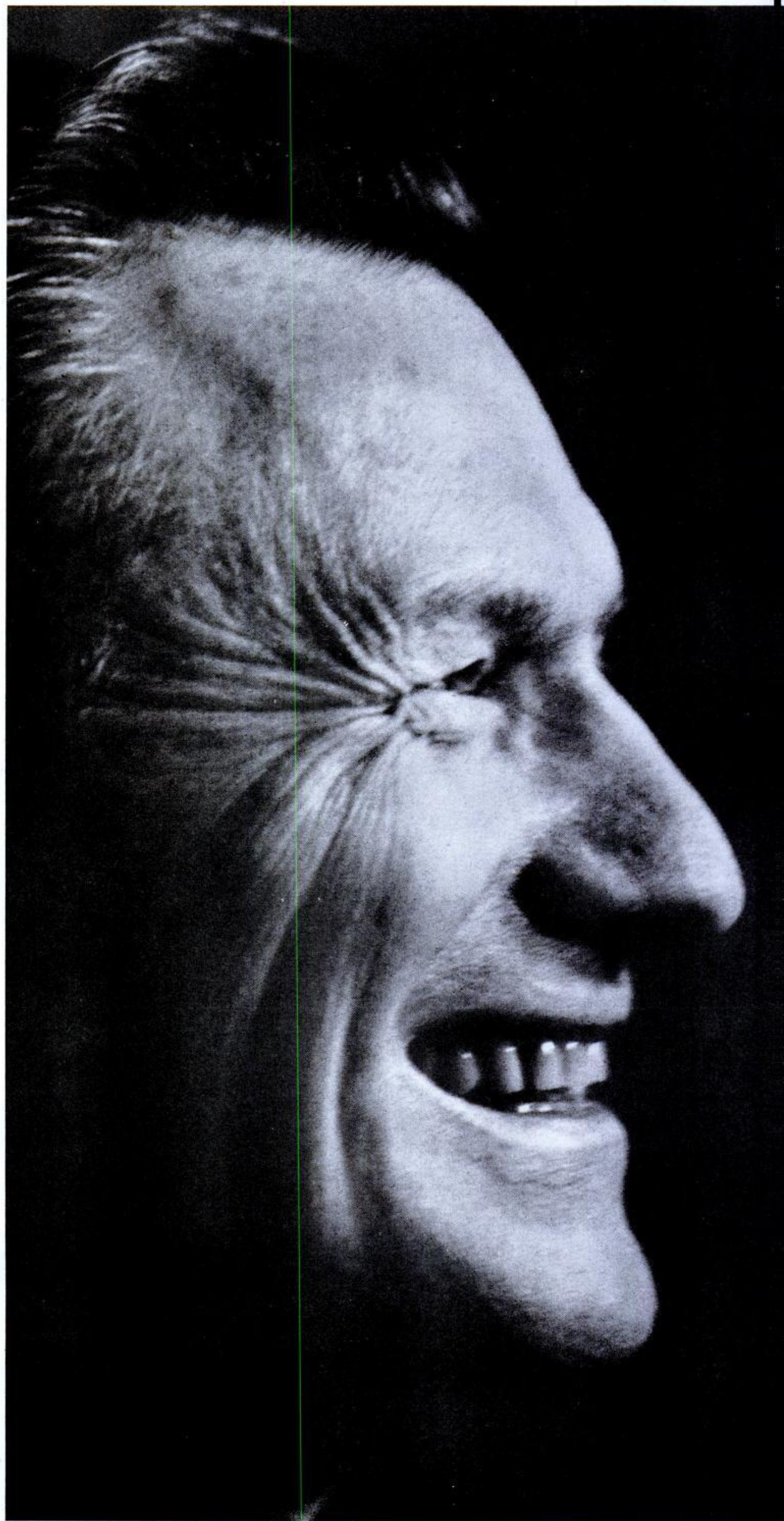
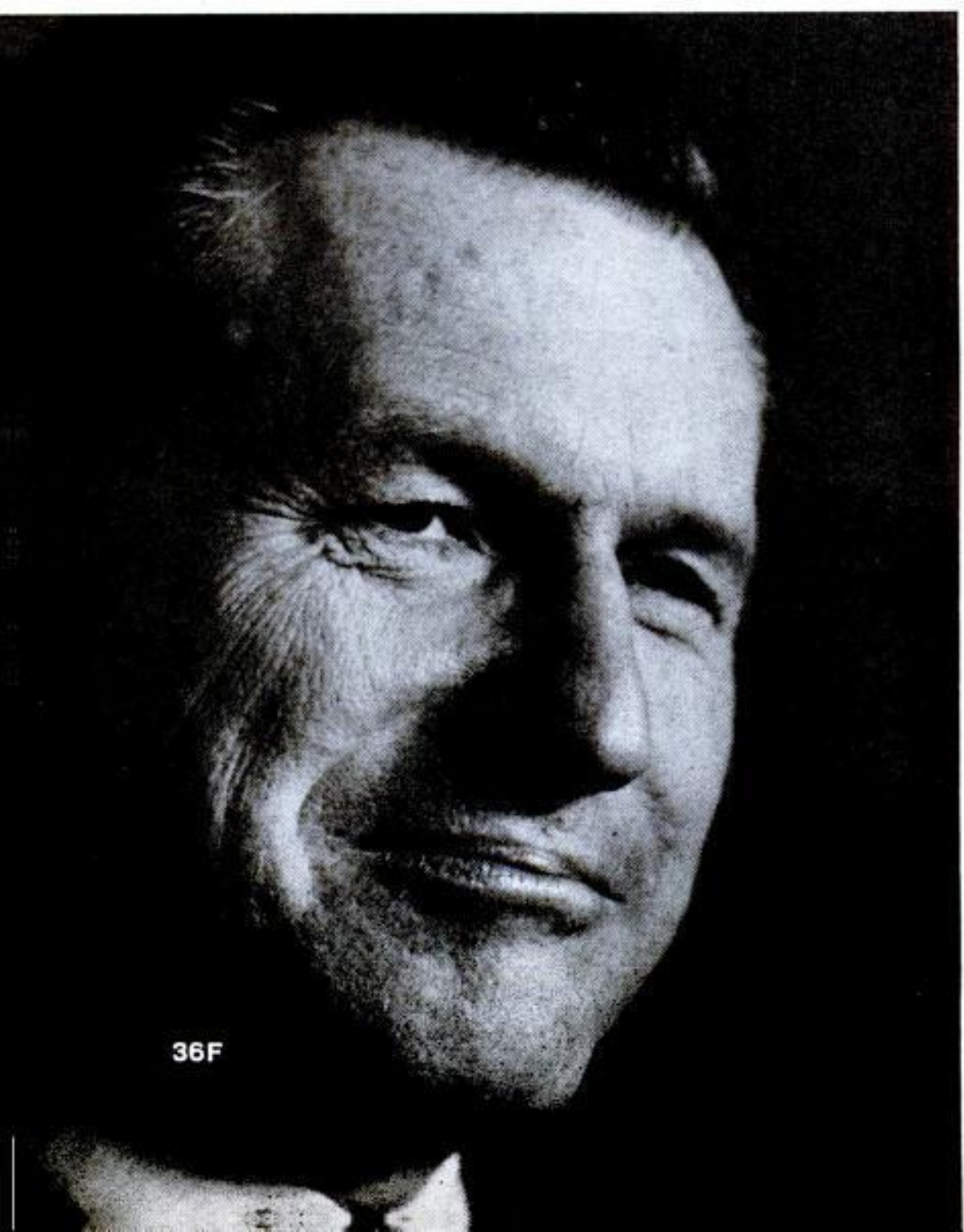
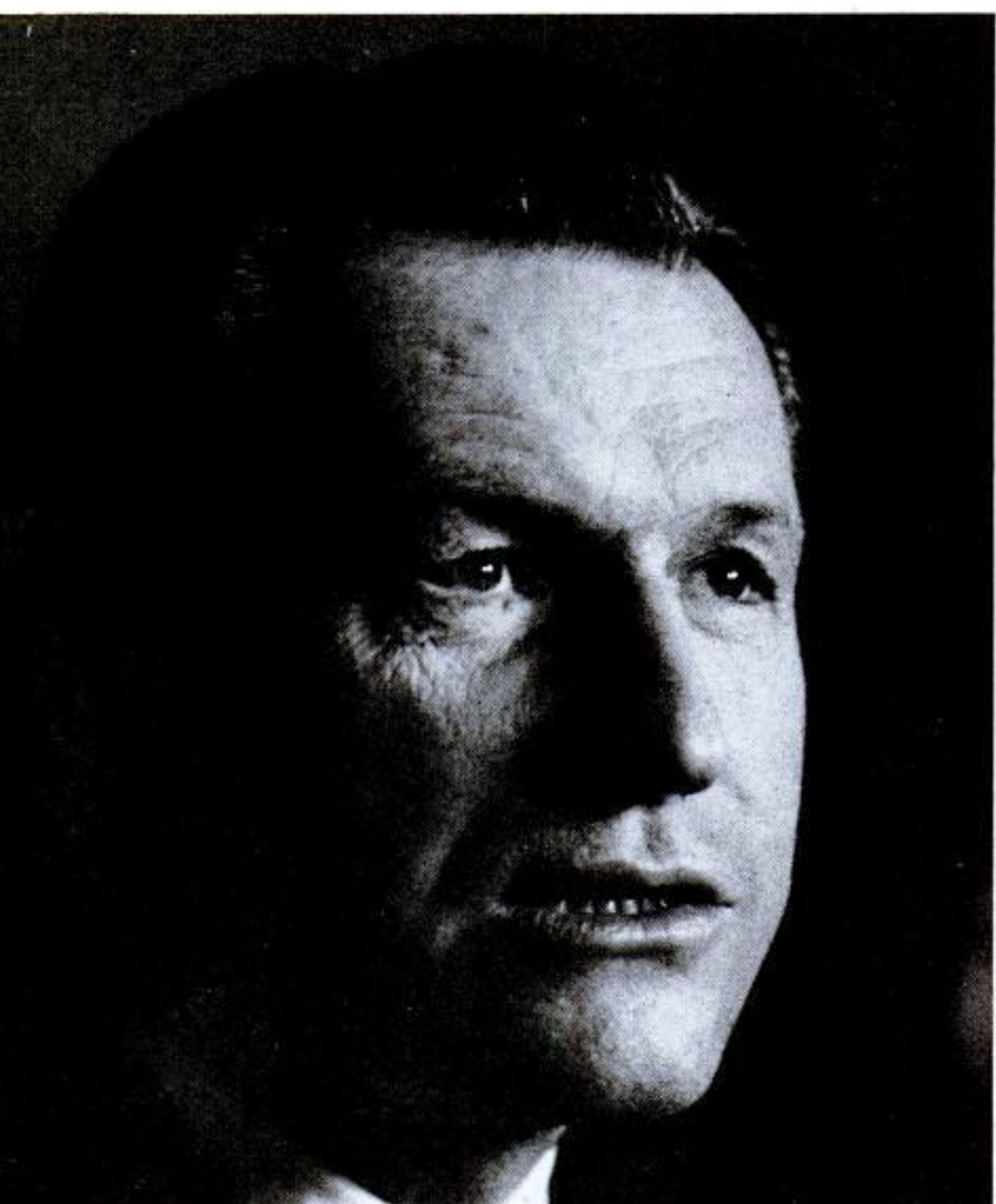
HANDSOME OREGONIAN, Mark Hatfield, 36, shown with wife, ousted Democratic governor. In campaign a lady Democrat, impressed by his looks, said the choice was between "head and hormones."



MANLY MINNESOTAN, Eugene McCarthy, 42, was so good-looking some women blushed when he appeared. He was a congressman for 10 years before beating Republican Edward Thyne for Senate.



NEW YORK KNOCKOUT, Yaleman John Lindsay, 36, who is a Republican, was elected to Congress from New York's Silk Stocking district. One admirer referred to Lindsay as "a blond Greek god."



A NEWLY FAMOUS SMILE is shown as it breaks over the face of Nelson Rockefeller—from an earnest look (*upper left*) into the beguiling laugh above.

Already the smile is a valuable trademark of the 51-year-old political novice who won New York governorship as much by personality as other qualities.

THE G.O.P. WASN'T PUSHED—IT JUMPED

ROCKEFELLER'S WIN IS A LAST WARNING AGAINST DULL CANDIDATES AND NO LEADERSHIP

The election of 1958 was one of the major political landslides of this century. No amount of hopeful talk about how Nelson Rockefeller's smile (*see opposite page*) can expand nationally by 1960 can obscure the fact that the Republican party in November 1958 has the battered appearance of a man who just fell out of a window. As in most such cases the big question is whether he jumped or was pushed. It is, as it happens, a very important question, involving the fate of this country's two-party system.

At first glance the "pushed" school of thought seems to have the most persuasive arguments. There is, as the Gallup poll assures us, an old image of the Democrat as an average friendly working stiff, a corresponding image of the Republican as an aloof character who wears a pearl-gray Homburg and has a broker. These aging stereotypes may not fit any more, but people tend to recall them on election day—especially if recession is still in the air. The voters, also, have been upset by the abrupt alternations of complacency and crisis in U.S. foreign policy. Sherman Adams's thin vicuña coat—so the argument continues—may not have been a patch on the Truman administration's mink, but it is a more recent model.

Finally, the "pushed" school says, 1958 was a nonpresidential year. The normal tendency to vote against the party in power at such times was sharpened by the factors noted above, plus a general feeling of uneasiness about the nation's leadership. It was pressed home by smooth-working Democratic campaign tactics, which took advantage of both local grievances and national objects of criticism like Ezra Taft Benson, John Foster Dulles and the missile "lag."

This argument has enough truth in it to account for a party's taking a severe fall at the polls. But it does not account for the seven-story drop suffered by the G.O.P. No, the patient was not pushed. Strange as it may sound, he seems to have jumped.

The causes for this suicide attempt showed themselves during the campaign. It was a curious campaign—for all its decisiveness an extraordinarily quiet one. Yet despite the absence of noise the electorate voted with much care. In its vote it showed an acute appreciation of what the Republicans generally refused to provide: lively, hard-working candidates, a positive approach to politics, and an active national political leadership.

First and foremost this was a candidate's election. Despite all the last-minute G.O.P. warnings about "radicals" there was not much of a left versus right issue in the minds of most voters. Most of the successful Democratic candidates, like most of the winning Republicans, were best described as middle-of-the-road.

In state after state, in this candidate's election, the Democrats fielded better candidates and gave them long-building grass-roots support. In state after state the Republicans showed a tendency to put up dull and routine candidates, whose sense of modern political problems was about as lively as the moose heads on the walls of their clubs. Some, like the disastrously ambitious Senator Knowland, even displayed an unerring talent for arousing the voters' sense of melodrama, in the wrong direction. Columnist Joseph Alsop summed up the problem accurately, if a little hyperbolically, when he wrote, "You cannot expect to win many races if almost all your entries are spavined, stringhalted or afflicted with glanders."

The big losers were almost always Old Guard Republicans—men like Ohio's Bricker, Nevada's Malone and former Senator Jenner's hand-picked Indiana substitute, Harold Handley. Their consistent repudiation should show the Republican survivors that issues like "deep-freezes," "soft-on-Communism" and the

perils of Democratic "socialism" are no longer the valid vote-getters they once were.

The only new issue which the mortician's wing of the G.O.P. did uncover was the unfortunate right-to-work law. It was the one issue capable of mobilizing the waning political strength of organized labor. It did the Republicans great damage.

But it does not follow that either "labor votes" or the "trend" were automatically fatal to the Republicans. The fact is that strong and appealing Republican candidates generally won. Everything in the book—trends, labor, recession *et al.*—was working against Nelson Rockefeller in New York. All that, plus Old Guard opposition in his own party, was working against Mark Hatfield, Oregon's new 36-year-old governor-elect. But they worked hard and long, they had something to say and they won. Michigan's Gerald R. Ford, for example, one of the brighter men in the House and a year-round campaigner, held his seat by a smashing 64% of the vote against concentrated A.F.L.-C.I.O. opposition—and in a district notably hard hit by the recession.

Almost all these winners were modern Republicans, but they were forced to run and win as individual local candidates. Some of them actively dissociated themselves from the national leadership. None of them was supported by a strong national image of the modern Republicanism they were advocating.

That image was absent because the White House gave it neither form nor content. This failure of the national leadership was all the more crippling because the President's peculiar talent for reassuring statement has long given so many Republicans a false sense of security. If nothing else, 1958 should convince the G.O.P. leaders that the name Eisenhower is not some kind of sacramental rabbit's foot.

In 1952 the President set himself a Herculean task: to remake the party in his own image. After 1956, with the job barely half done, he stopped working at it. Outside of Vice President Nixon, the Republican leadership has done little, if anything, to replace the Old Guard stereotype with a new image of a national party pledged both to private enterprise and the public welfare.

The long history of White House lack of disinterest in local G.O.P. politics showed up constantly in the disunity of this Republican campaign. When a young Democrat reports to the clubhouse in most states, he is apt to find himself a welcome part of one energetic team. The day after a young Republican shows up, he finds himself choosing sides in a murky factional battle.

The victories of men like Rockefeller, Hatfield, Ford and Pennsylvania's Hugh Scott showed that the Republicans need not resign themselves to the role of a disunited minority party. The wreckage of the other Republican campaigns is equally firm evidence that they had better scrap the false optimism and the "know-it-all" complacency still ingrained in their leadership.

There are plenty of issues impending which it is the duty and the opportunity of a party in the White House to present to the U.S. public. On each of them—the gigantic problem of city redevelopment, the crisis of responsibility between federal and local governments, the conquest of space, the further development of nuclear energy, a constructive foreign policy that goes beyond mutual defense pacts—there is a Republican position which can and should be dramatized for the U.S. public. If it presents these issues well, the party in the White House has a chance to regain heavy popular support. But it can make this support pay off in votes only if it sees the lofty issues and the local precinct worker as equally important parts of a working, living political organism.

The Republican party has two years in which to do this.

A LOOK AT THE WORLD'S



A FALLING IN LOVE FROM 20,000 FEET

Falling from a plane four miles above the earth at Montebello, Algeria, Colette Duval, a Paris fashion model turned professional parachutist, began a practice jump locked arm in arm with her fiancé Gil Delamare. The two were warming up for a free fall jump contest in which

participants drop as far as they can fall before opening their parachutes. Later, during the competition, Colette—who already holds the French record for free falls in daylight—and Gil set a new world mark in night falls by dropping 4.3 miles together with closed 'chutes.

THE TELLTALE TRACK

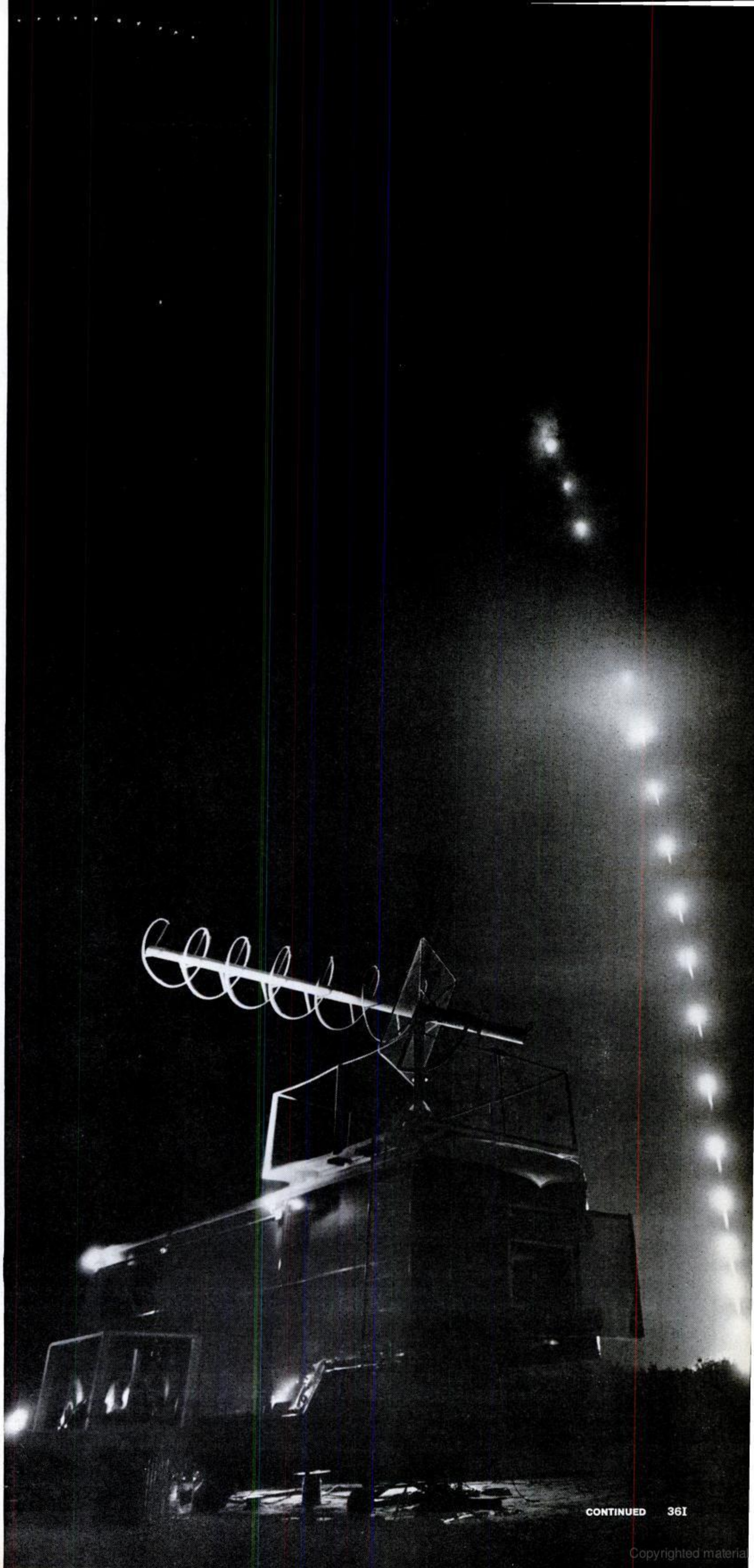
The fiery track of the third Air Force moon rocket is shown at right in a multiple exposure photograph. Soaring up over Cape Canaveral, Fla., the rocket briefly disappeared in a cloud bank and then reappeared, revealing itself in a line of dots of light in the upper left of this

WEEK



OF A FIERY FAILURE→

picture. But the third-stage solid fuel engine failed to fire and the rocket, unable to reach the 24,000 mph acceleration needed to counteract the force of gravity and reach the moon, fell back to earth. Next month, on the heels of the Air Force, the Army will take its turn.





CALLAS IN DALLAS UPSET BY THE MET

"Cruel man!" trilled the stridently famous Soprano Maria Callas in the opera *Medea* in Dallas. She could sing this with real conviction because she had just been fired by Rudolph Bing, general manager of the Metropolitan Opera, for refusing to sing roles he assigned her.

Callas left at least four companies, once snarled at a Chicago process-server (*top, left*), once quit a Rome role after one act (*middle*). Last year she seemingly got a bang out of singing for Bing (*bottom*). But no more. "Once you have Callas," cried Callas, "treat her properly."



A SMILING MEETING

If a cat may look on a king, a kitt may look on a queen. American Singer Eartha Kitt had this privilege when she met Queen Elizabeth.



A BLOW FOR RACISM

Slashing at Negro women on a Johannesburg street, a white policeman tried to quell a bitter protest against race discrimination in South Africa. Protesting a move to make them carry police identity papers, the women were attacked with tear gas and clubs and 2,000 were jailed.



OF KITT AND QUEEN

Eartha had just performed for the queen at the London Coliseum. Another American who met queen was Singer Pat Boone (*fifth from right*).



A GOODBY—FOR GOOD?→

King Hussein of Jordan made a farewell tour of his country before leaving for a holiday in Switzerland. His political followers feared that the king's absence would give his pro-Nasser enemies a good opportunity for a coup—and that Hussein might never be able to come back.





POPE'S BROTHER Zaverio, seated with other close relatives near the papal throne, wipes away tears.

JOHN XXIII RECEIVES HIS TIARA

Resplendent ceremonies
close an eventful month

A memorable month for the world's 500 million Roman Catholics came to its climax last week in Vatican City. After the sudden death and stately funeral of Pius XII, after the secret three-day conclave of cardinals and their election of a new Pope, the triple crown of the Church's supreme ruler was solemnly placed upon the head of John XXIII, the 76-year-old son of an Italian sharecropper.

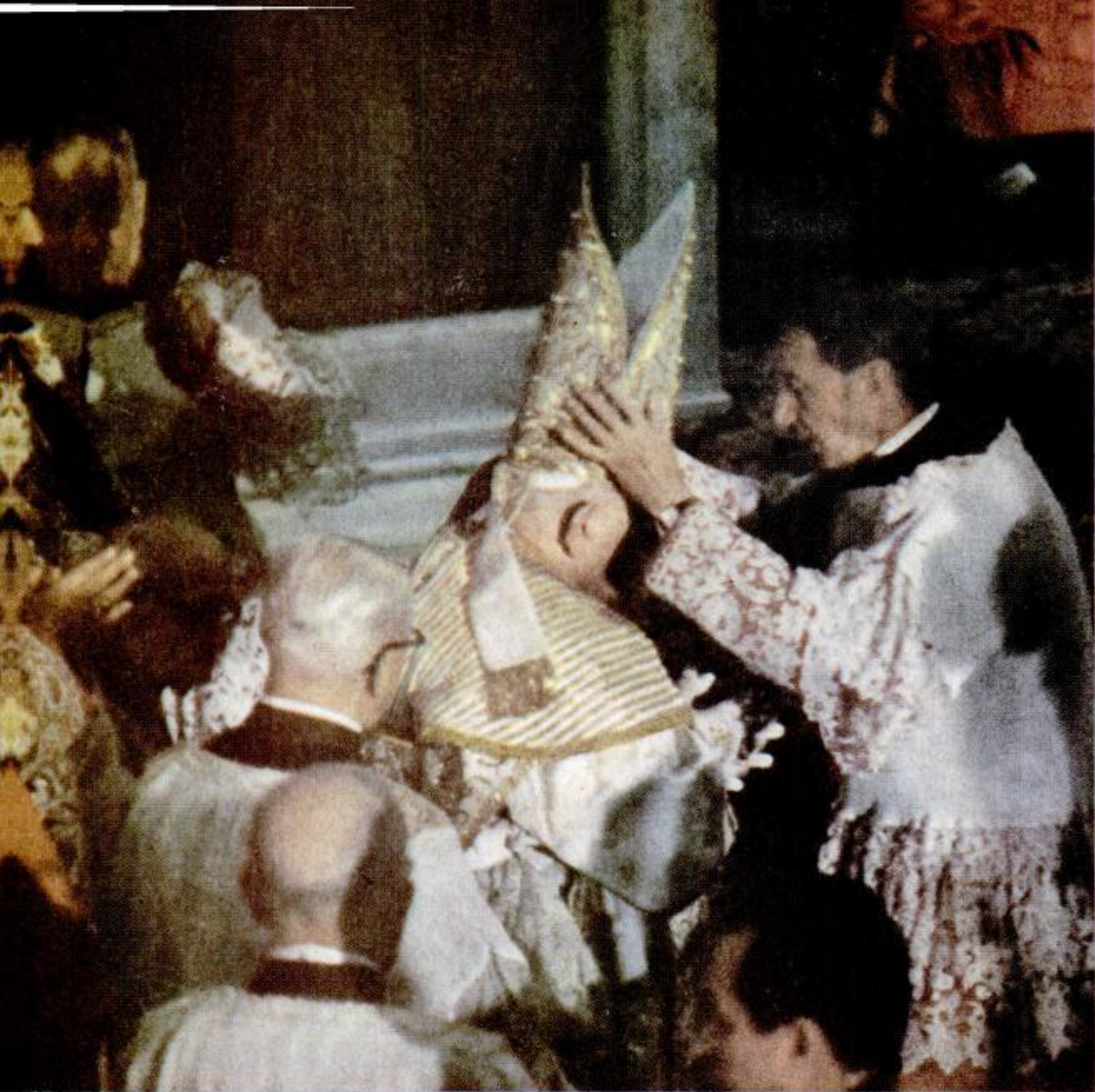
The setting was St. Peter's, where the muted color of the requiem for Pius was replaced by resplendent ceremonials, cheering crowds and the liquid melody of silver trumpets. Pope John, showing warmth and piety that charmed observers, occasionally smiled and waved at his three brothers and sister, whose trip to the coronation marked only a brief break in their simple farm lives.

Then, putting on his spectacles to read his homily, Pope John emphasized his Church's stern concept of its universal power: "Men can securely reach salvation only when they are united with . . . the Roman Pontiff." He added: "We have at heart in a very special manner our task as shepherd of the entire flock."

POPE'S PORTRAITS are hawked by vendors outside St. Peter's as the coronation proceeds inside.

ON HIS THRONE, beyond columns over the high altar, John XXIII receives his cardinals' obeisance. →



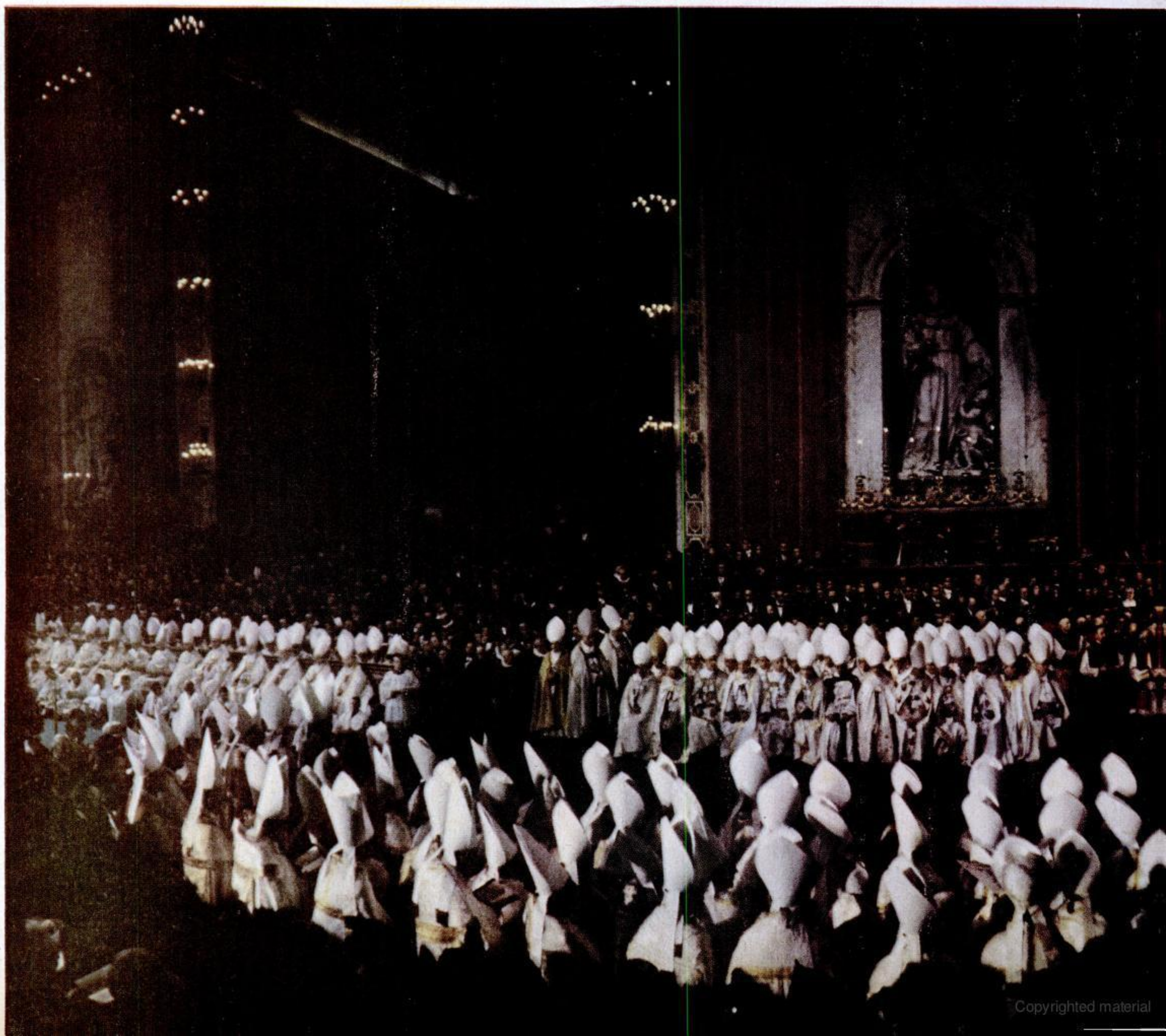


JEWELLED MITER of white and gold brocade is placed on Pope's head by Msgr. Enrico Dante, papal master of ceremonies. Pontiff is near steps of high altar.



GREETING CARDINAL SPELLMAN, the Pope bends forward as the American makes his obeisance, then shakes Pope's hand. At right is Cardinal Ottaviani.

ON HIS WHITE DAMASK THRONE AT END OF APSE IN ST. PETER'S, FLANKED BY HUGE OSTRICH FEATHER FANS KNOWN AS "FLABELLI," THE POPE LISTENS

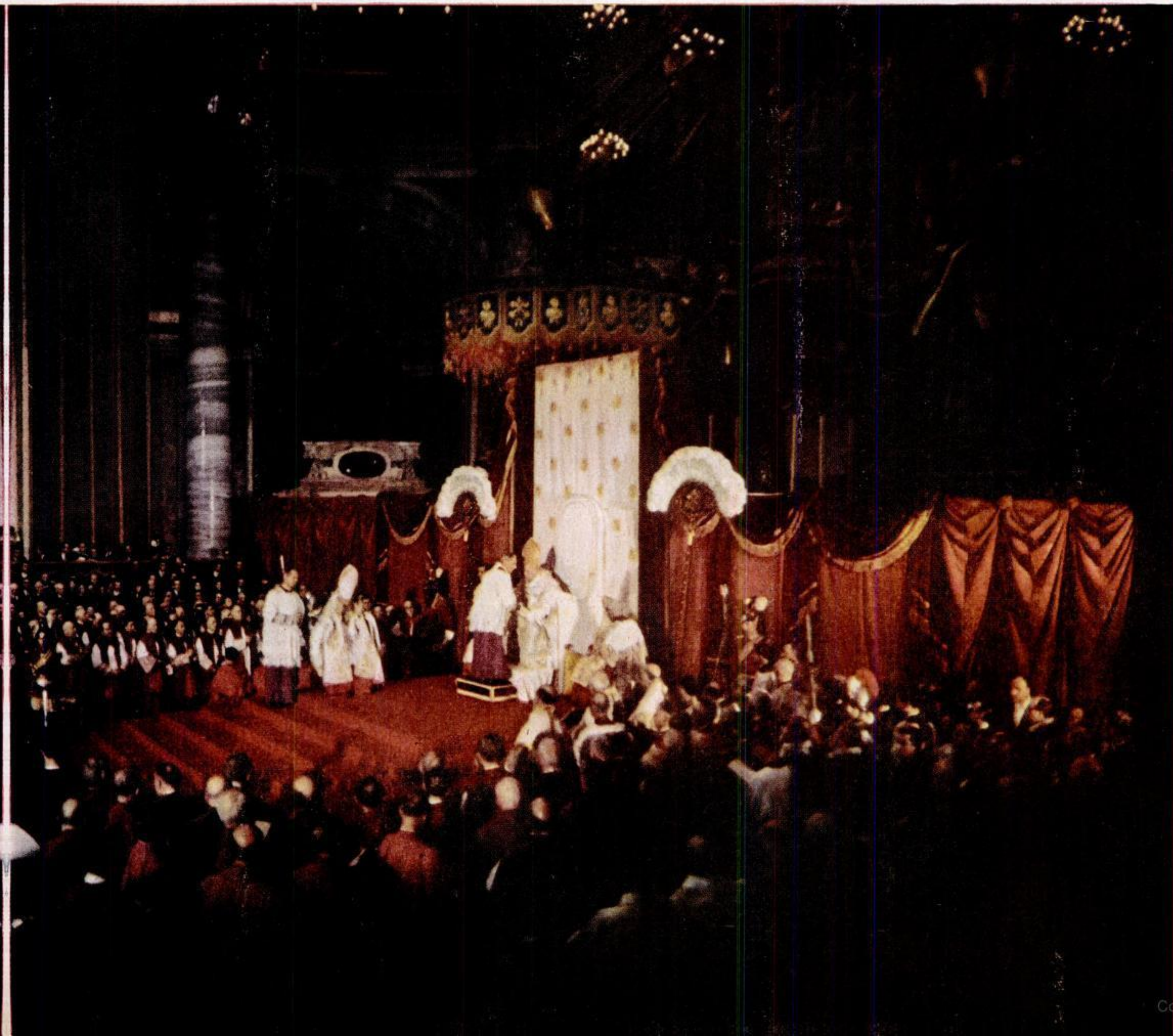




ON HIS PORTABLE THRONE, the *sedia gestatoria*, Pope John XXIII raises his hands in blessing as the coronation procession moves slowly through the

cheering throngs in St. Peter's. He is borne by 12 red-uniformed carriers. Eight officials hold a white silk canopy, richly embroidered with gold, over his head.

ATTENTIVELY TO MONSIGNOR DANTE EXPLAIN NEXT STEP IN CEREMONY. CARDINALS AND OTHER HIGH PRELATES IN WHITE MITERS SIT IN FACING ROWS IN APSE





MASSED BETWEEN THE EMBRACING ARMS OF THE BERNINI COLONNADES, 100,000 ROMAN CATHOLICS WITNESS THE CROWNING OF THE NEW PONTIFF ON THE



THE CROWNING of Pope John XXIII takes place on balcony. The gold, silver and jeweled triregnum—three crowns, one atop the other—is adjusted by Msgr.

Dante (*center with back turned*) just after it was placed on Pope's head by Cardinal Deacon Canali (*to left of Dante*). Bearded Cardinal Tisserant is by microphone.



CENTRAL BALCONY OF ST. PETER'S BASILICA. THE WINDOWS ON THE TWO TOP FLOORS OF THE VATICAN BUILDING AT FAR RIGHT BELONG TO PAPAL APARTMENTS



THE BLESSING "*urbi et orbi*" (to the city and the world) is given by the Pope just after the crowning ceremony. As he makes the sign of the cross with his

right hand, his attendants bow their heads and cross themselves. Monsignor Enrico Dante kneels at left center and Nicola Cardinal Canali bows beside him.

CONTINUED



ADORNING ST. PETER, a ceremony traditional to a Pope's coronation, attendant adjusts robe on the famous bronze statue of the first Pope which stands near

the papal altar. Statue, attired now in pontifical robes and a golden papal tiara, dates from the Fifth Century. Kisses of the faithful have worn its right foot.

The newest Campbell Tomato

How it helps keep our
tomato soup price the same today
as it was 8 years ago



Now, after 11 years of painstaking work with nature, comes a great new tomato for Campbell's cooking. Juicy. Meaty. And full to bursting with good flavor.

But what makes this newest tomato (grown first in the Eastern states) truly remarkable is its much greater resistance to cracking, as other varieties are apt to do. Which means a "bumper crop" of quality for our chefs to work with.

This is one of the many things that helps Campbell's keep prices down, so in turn we can bring more value to you. Good proof of this is the fact that Campbell's Tomato Soup is priced the same today as it was 8 years ago.

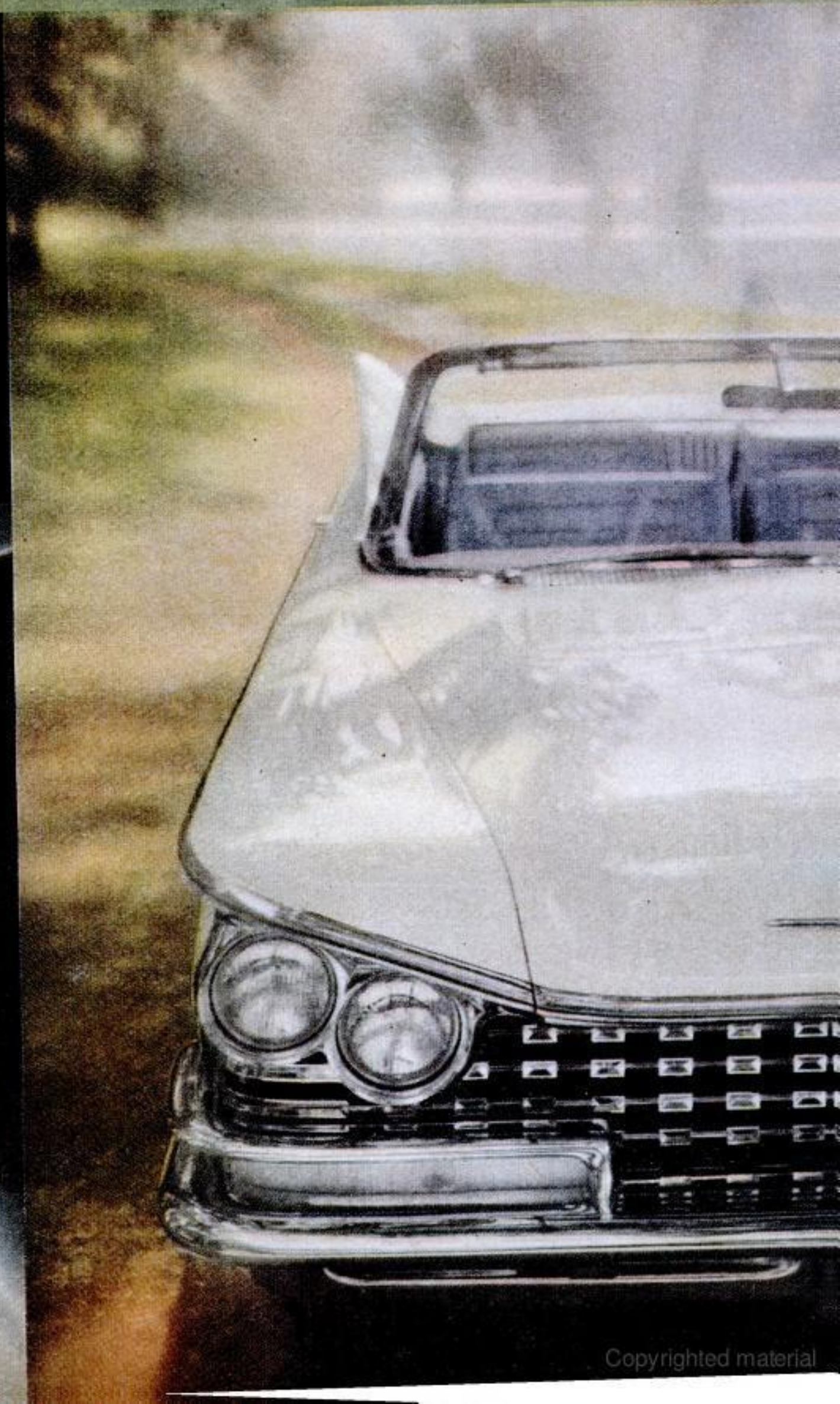
Bringing you better value—and better flavor—through continuous research is all in a day's work at Campbell's. It's the creed we live by: "To make the best, begin with the best—then cook with extra care".



*"To make the best,
begin with the best—
then cook with extra care"*



Life's a lot more fun
when you own a Buick!





There has never been anything like it before! Wherever you go in your Buick, it tells you wonderful things. And it says wonderful things about you. It tells you about the power, the handling, the ride, the operating silence of a truly great automobile. And it proclaims your good judgment, your good taste, to the whole wide world. For the car you have chosen is the most supremely fine Buick ever built (glance below for some of its features). And the most excitingly beautiful Buick in nearly 60 proud years. In 3 series so new even the names had to be new:

LE SABRE INVICTA ELECTRA

The thriftiest Buick

The most spirited Buick

The most luxurious Buick

New Equipoise ride • New super-quiet Bodies by Fisher
New Magic-Mirror finishes • Safety-plate glass all around
• New fin-cooled rear brakes, aluminum front brake drums
• New electric windshield wipers • Thriftier, more powerful Wildcat engines • New Buick Easy Power Steering* • Exclusive Twin and Triple-turbine transmissions* • New automatic heat and fresh air control*

**Optional at extra cost on certain models*

A new class of fine cars
within reach of 2 out of 3
new-car buyers

BUICK MOTOR DIVISION, GENERAL MOTORS CORPORATION

THE CAR: BUICK '59

Give your kitchen the Custom Look
with these **HOTPOINT BUILT-INS**



Whether you're building, remodeling or simply replacing—you can choose the ideal Hotpoint cooking appliances for your needs and budget.

From Hotpoint—first name in electric cooking—comes the last word in modern, space-saving "built-ins." Completely automatic and superbly styled, the two 1959 units pictured here give you all the quick, clean convenience of Hotpoint automatic cooking. Here's what we mean:

Hotpoint Bi-Level Oven (Model RLG-702). Two complete ovens—each with its own bake and broil units and *separate* controls. So you can bake or roast while you barbecue or broil.

And what *features*: Eye-level Control Panel, with a complete system of automatic temperature controls, switches,

indicator lights . . . Roast-Right Thermometer . . . Rota-Grill Rotisserie . . . Insulated Panorama Window . . . Custom Cooker and Server—which you use as a fully automatic utensil on the Super-Matic unit, or as a casserole in the oven . . . And, best of all, long-life, sheath-type Calrod® Bake and Broil units that distribute heat *uniformly* for even baking and broiling.

Hotpoint 4-Unit Surface Cooking Section (Model RM-702). Fits over any standard 30-inch wood or metal base cabinet. Gives you all the luxury conveniences, all the automatic meal-tending, timing and controls, all the *automatic success* of Hotpoint's finest top-of-the-range cooking features.

Visit your Hotpoint Dealer and see his complete line of 1959 Hotpoint Electric Built-Ins and Ranges.



Hotpoint

HOTPOINT CO.

(A Division of General Electric Co.), Chicago 44



LOOK FOR
THAT HOTPOINT
DIFFERENCE

A LANDMARK'S BIG COMEBACK

After a long wait and a lively East-West wrangle, Berliners had their beloved landmark, the Brandenburg Gate, back. The 167-year-old gate was battered during the war and its ornament, the victory goddess with her quadriga, was destroyed. But a plaster cast of the statuary was preserved in West Berlin.

In 1956, West Berlin agreed to build new statuary if East Berlin would refurbish the gate itself. When West Berlin delivered the finished goddess, the Reds stripped her staff of the traditional iron cross and eagle, claiming these were fascist symbols. But the political rancor soon subsided in Berlin's general civic joy at seeing the famous landmark restored.



RISING GODDESS of victory is hoisted toward the top of the gate. The copper goddess, whose original design dates from 1794, is over 13 feet tall.

REBUILT GATE with victory goddess and quadriga atop it is seen from East Berlin. Gate is patterned after the propylaea or entrance of the Acropolis.



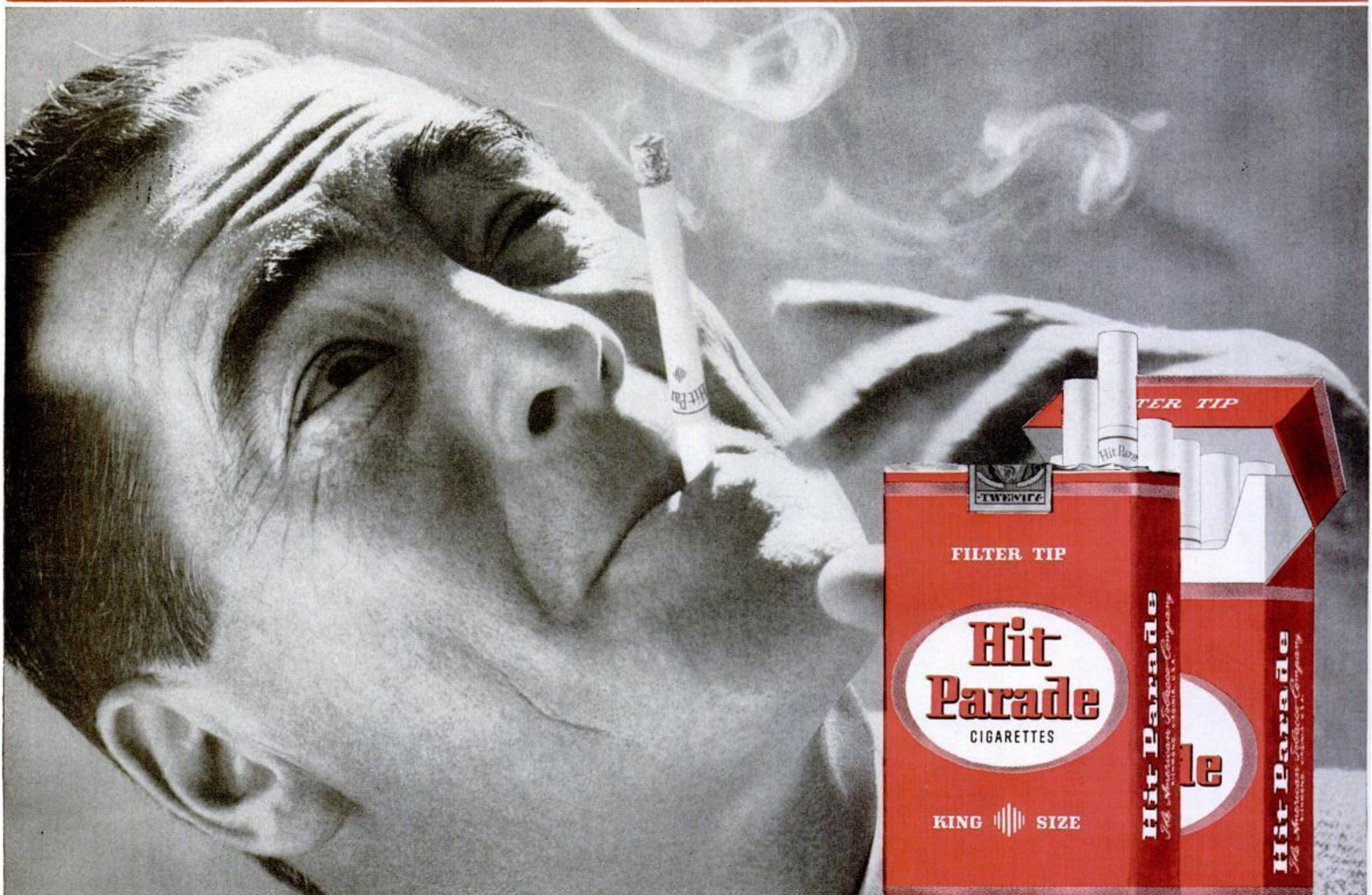
Pleasure up your smoking with America's Best Filter! Enjoy new Hit Parade

America's Best Filter

The world's finest tobaccos



with over 400,000 filter traps



The pleasure's all *yours* in new Hit Parade. For its remarkable filter, with over 400,000 filter traps, takes no flavor toll from the world's finest tobaccos. It draws freely . . . delivers deep, full smoking enjoyment. And test after test* proves that new Hit Parade outfilters all leading filter brands.

*By the entirely new and improved testing method of advanced accuracy that traps and weighs total smoke solids.

© A. T. Co. Product of *The American Tobacco Company* - "Tobacco is our middle name"



BARONESSSES SWANBOROUGH AND WOOTTON



BARONESSSES RAVENSDALE AND ELLIOT

AT LAST, THE HOUSE OF LORDS TAKES IN LADIES

The British government breaks with a 1,000-year-long tradition as its upper chamber goes coeducational

Though they look like a quartet of matrons impersonating historical figures at a costume ball, the ladies above are actually taking part in history. Last month, arrayed in the scarlet and ermine of peers of the realm, they became the first women ever to be admitted to the British House of Lords.

Women have served in the House of Commons since 1919. But the lords have beaten back repeated attempts by hereditary peeresses to enter the upper chamber. This year, with attendance of the 870-member House of Lords fallen to only 100 per session, the government got the peers to

accept a bill providing for appointment of some lords for life only, including a number of women. Their titles and seats would not be hereditary.

The new "baronesses" are the Marchioness of Reading (retitled Baroness Swanborough), founder of Women's Voluntary Service, Sociologist Barbara Wootton, Baroness Ravensdale, a leader of national girls' clubs, former U.N. delegate Katherine Elliot. Having seated all four, the government broke another tradition and allowed photographs of the queen opening a new session of parliament in the House of Lords (*next page*).

CONTINUED



FIRST PICTURE OF AN ANCIENT CEREMONY shows queen in House of Lords, addressing joint assembly of Lords and Commons to open the new session of Parliament. To left of throne are ladies in waiting. To right are Prince Philip, seated on small throne, and Viscount Montgomery of Alamein, holding aloft the

"sword of state." Facing throne, center, are gray-wigged judges. Behind, overflowing to left and right are red-robed members of Lords. In benches at right are tiaraed peeresses. In benches to left near throne are diplomats, commonwealth representatives. Members of Commons are in rear of chamber out of the picture.

WHY PAY MORE... ...EVER?

You can pay $\frac{1}{3}$ more
for other brands—but you can't buy
a finer toothpaste!

Ounce for ounce you pay an average of $\frac{1}{3}$ more for each of the other seven leading brands. Even on most so-called "special price deals" you *still pay more*. Yet there is no better toothpaste than Super-White Kolynos. Kolynos contains *three* cleansing ingredients instead of two. *Cleans* your teeth like no other toothpaste does. Even removes food and cigarette stains. And no other toothpaste destroys odor bacteria more effectively. There's no better toothpaste at any price to clean teeth, sweeten breath, stop decay. What more could you ask of your family dentifrice?





PREPARING FOR PANEL DUTY, GLORIA CHRISTENSEN (LEFT) AND BOB MOONEY WATCH FROM PROWL CAR AS A POCATELLO POLICEMAN ARRESTS A SPEEDER

REMEDY FOR TEEN-AGE TRAFFIC TROUBLES

Pocatello's accidents go down, respect for law goes up as juvenile judges sentence juvenile offenders

Year by year, the teen-age driving problem in Pocatello, Idaho got worse. The state licenses drivers at 14, when some of them are barely big enough to see over the dashboard. In Pocatello 350 of 1,800 high school students drive their own cars to school, which is in the middle of town. Traffic used to be a mess. The kids cut corners, tore up and down streets, ran through stop signs and caused an alarming number of accidents.

Traffic Court Judge Don Bistline tried every remedy he could think of, but the teen-agers resented authority and the accident rate kept climbing. Then two years ago he decided to turn the problem over to the teen-agers themselves. He got the schools to appoint a panel of students to sit with

him in traffic court, had panel members observe law enforcement techniques and set up a traffic school for rehabilitation of offenders.

Now on Saturday mornings, under the judge's supervision, the teen-agers decide cases involving their fellow students. They sometimes suspend licenses or impound cars, but more often they assign a theme of 500 to 1,000 words on traffic safety or sentence violators to attend special traffic school for offenders. The result has been a remarkable improvement in the safety record of Pocatello's teen-agers. They used to be involved in 30% of the town's accidents, now figure in only 21%. Even more important, they have developed a healthy respect for the law.

IN COURT KENNETH GAYHART, 15, WHO PASSED A CAR AT INTERSECTION, APPEARS BEFORE PANEL AND JUDGE BISTLINE. HE LOST HIS LICENSE FOR FIVE DAYS



CONTINUED

IMAGINE!

LIGHT CANDY! Yours because you can whip low-calorie Carnation Instant!

Never before a candy like this! Rich flavor like old-fashioned candy—yet so deliciously *light*! The secret? It's made with *whipped* Carnation Instant Nonfat Dry Milk! Discover Carnation, the "Magic Crystals" Instant, today. Delicious for drinking, cooking, baking—and it *whips*! Costs as little as 8¢ a quart.



Recipe: Whipped Carnation Instant Rainbow Candy (Makes 49 squares)

½ cup cold water	¾ cup water
3 tablespoons (3 envelopes) unflavored gelatine	1 teaspoon vanilla flavoring
2 cups sugar	2½ cups <i>whipped</i> CARNATION INSTANT NONFAT DRY MILK*
2 tablespoons light corn syrup	

Combine ½ cup water and gelatine in large mixing bowl. Mix sugar, syrup and ¾ cup water in saucepan; cook over medium heat, stirring constantly, until syrup reaches rolling boil. Cook 5 minutes without stirring. Pour hot syrup over gelatine and stir until gelatine dissolves. Add vanilla. Cool at room temperature to thick syrup consistency (about 1 hour), stirring occasionally. Add whipped Carnation Instant to cooled syrup. Blend with rotary beater or mixer until smooth. Pour into buttered 9-inch square pan. Chill 1 hour. Cut into squares; roll in plain, toasted or colored coconut, or chocolate shot.

RAINBOW VANILLA SQUARES: After adding whipped Carnation Instant to cooled syrup, divide into portions and add a few drops green, red or yellow food coloring to each portion.

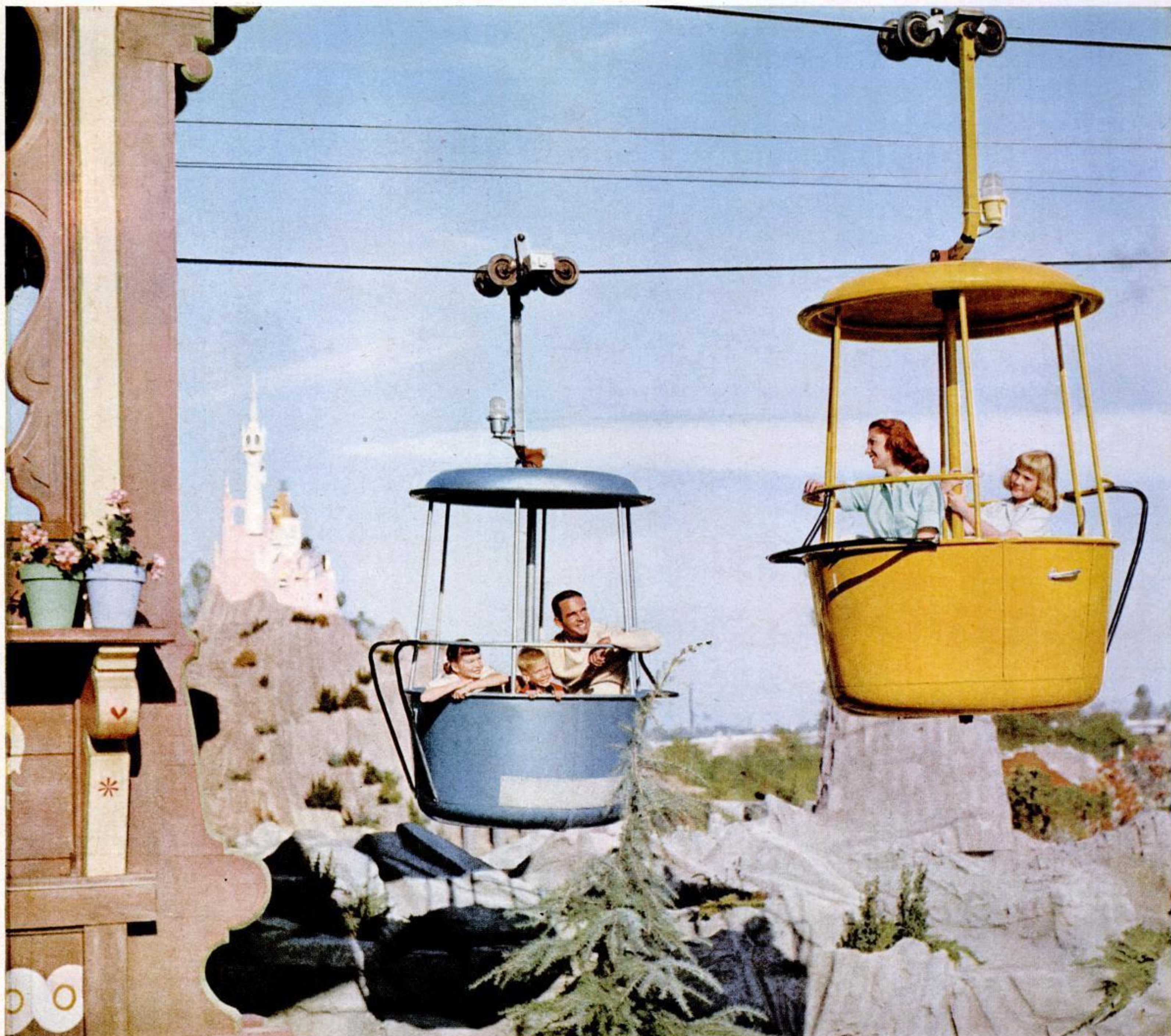
FRENCH CHOCOLATE SQUARES: Add 1 cup semi-sweet chocolate pieces to gelatine in mixing bowl. Chocolate melts as hot syrup is stirred in.

***TO PREPARE 2½ CUPS WHIPPED CARNATION INSTANT** for this recipe, mix ½ cup "Magic Crystals" with ½ cup ice water. Whip until soft peaks form (3-4 minutes). Add 2 tablespoons lemon juice; whip until stiff peaks form (3-4 minutes longer).

For whipped topping with ⅔ less calories than cream at only 1¢ a serving, see whipping directions on package.



3-QT., 8-QT., AND NEW 14-QT. SIZES



Walt Disney's Skyway Ride gives INA's Family with a Future a bird's-eye view of his "Magic Kingdom." Information Center maintained by INA and its agents is nearby. ©W.D.P. 1958

Two wonderful ways to get out from under

First, you can visit Disneyland, where the troubles of yesterday and the worries about tomorrow somehow fall from your shoulders as you enter the gate. But when you leave you're sure to ask yourself "why can't every day and every place be like this?"

Surprisingly, it can. You can get out from under a big burden of worry at home, at work or wherever you go—when your financial future is protected with INA's modern family insurance.

You can have this new kind of protection right

now. Your INA agent can tailor it to fit the size, the needs and the ambitions of your family. *Everyone* can benefit. Almost every kind of risk can be covered. And the cost is easier than ever to pay, through INA's new Pay-by-the-Month Idea*. One small check each month pays for your INA Homeowners, Automobile, Accident & Sickness and Life Insurance—all at one time!

Ask an INA agent to measure your family for this new tailored insurance. Ask him to explain INA's four-in-one Accident & Sickness policy

... how it helps safeguard family income in case father is disabled. How it provides a lump sum for accidental death. And how it can pay most normal *and major* medical and surgical expenses for all the family.

This is the insurance of the future for a family with a future. But you can enjoy it *now*, if you call your INA agent—or your broker—today.

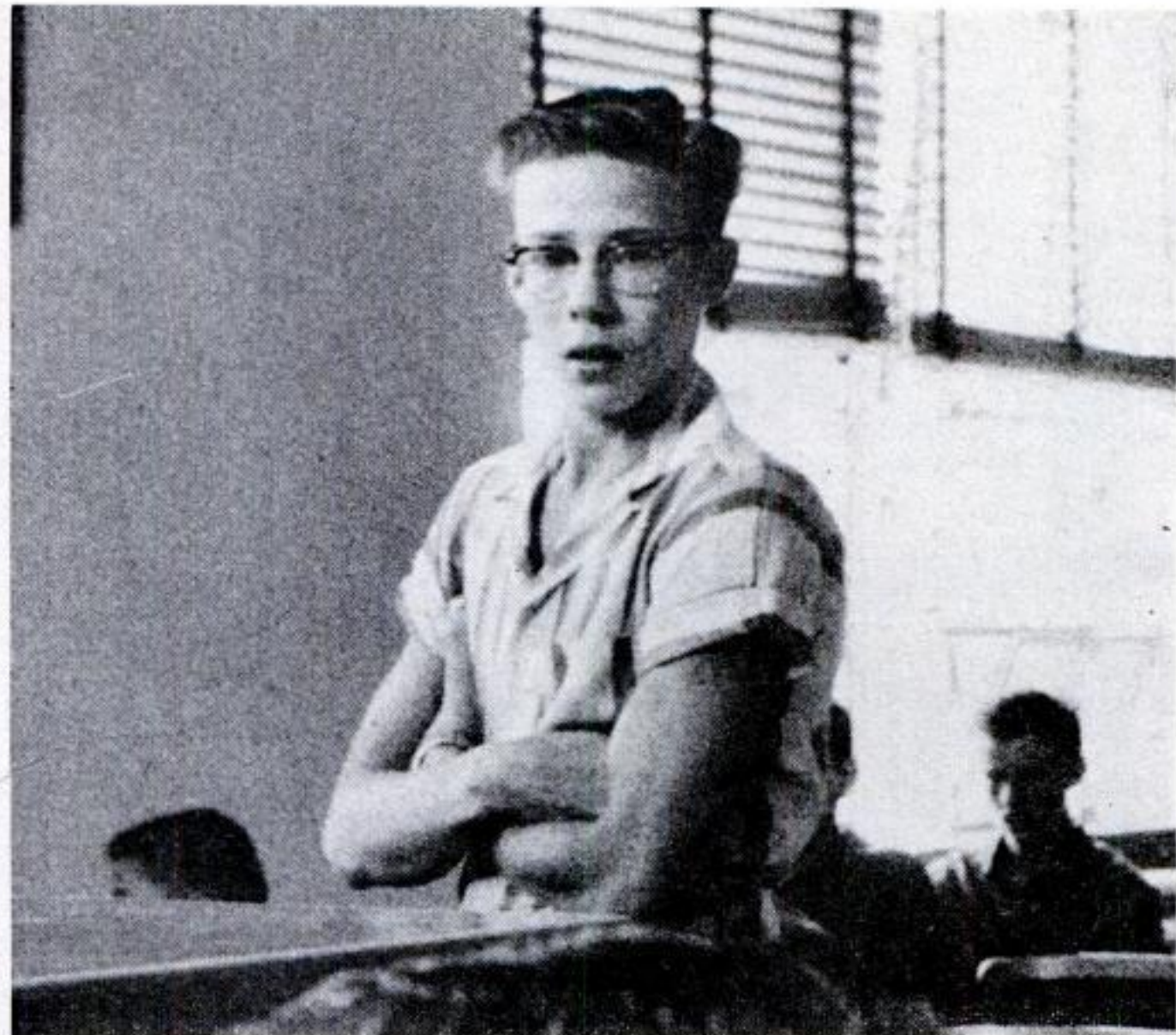
* Sorry—not yet in Ohio or Virginia

Insurance Company of North America
Indemnity Insurance Company of North America
Life Insurance Company of North America • Philadelphia

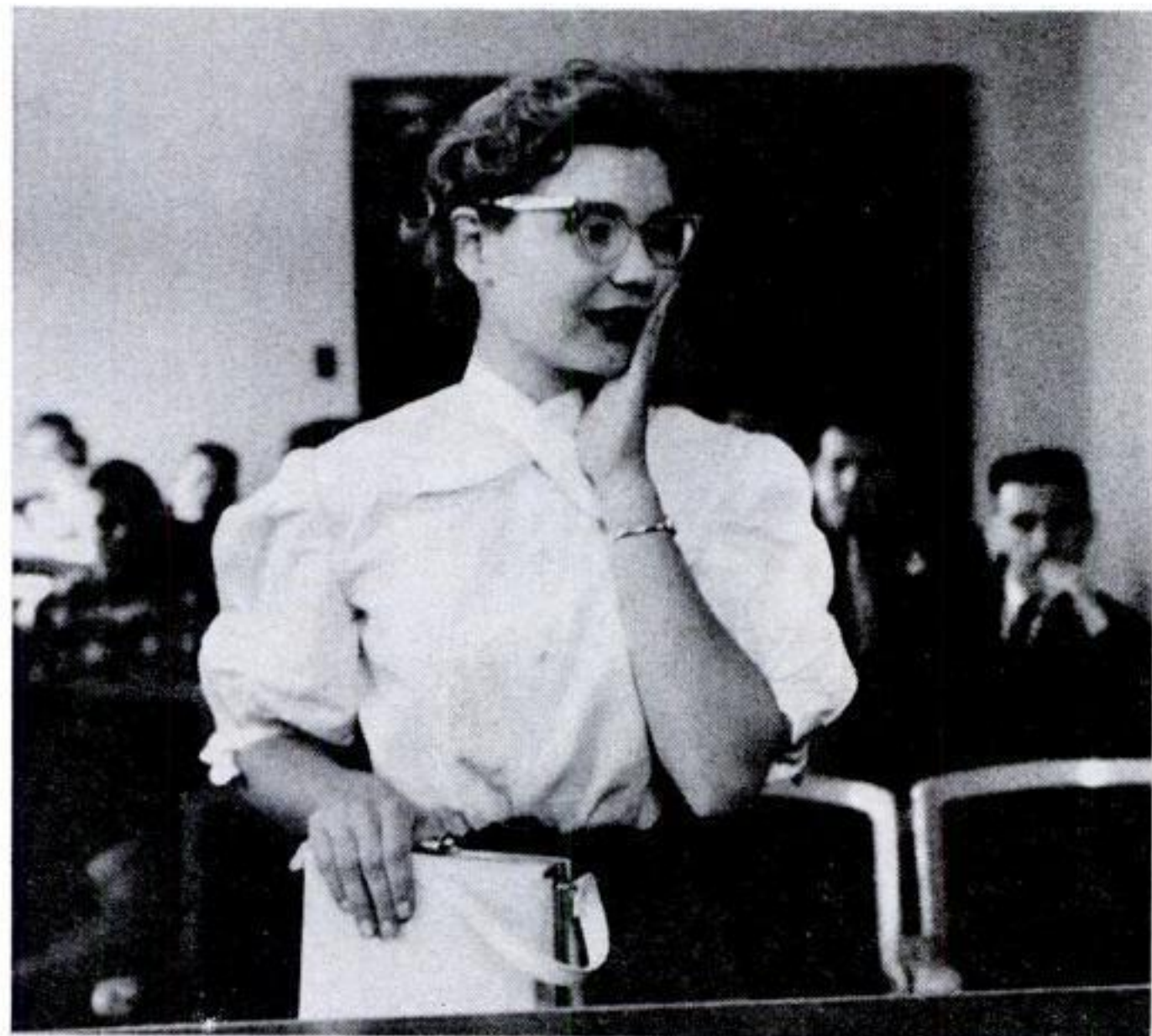
INSURANCE BY NORTH AMERICA



TEEN-AGE TRAFFIC CONTINUED



SECOND OFFENDER, Dennis Frazier, 16, charged with making illegal turn, was sentenced to three sessions in traffic school and a 1,000-word theme.

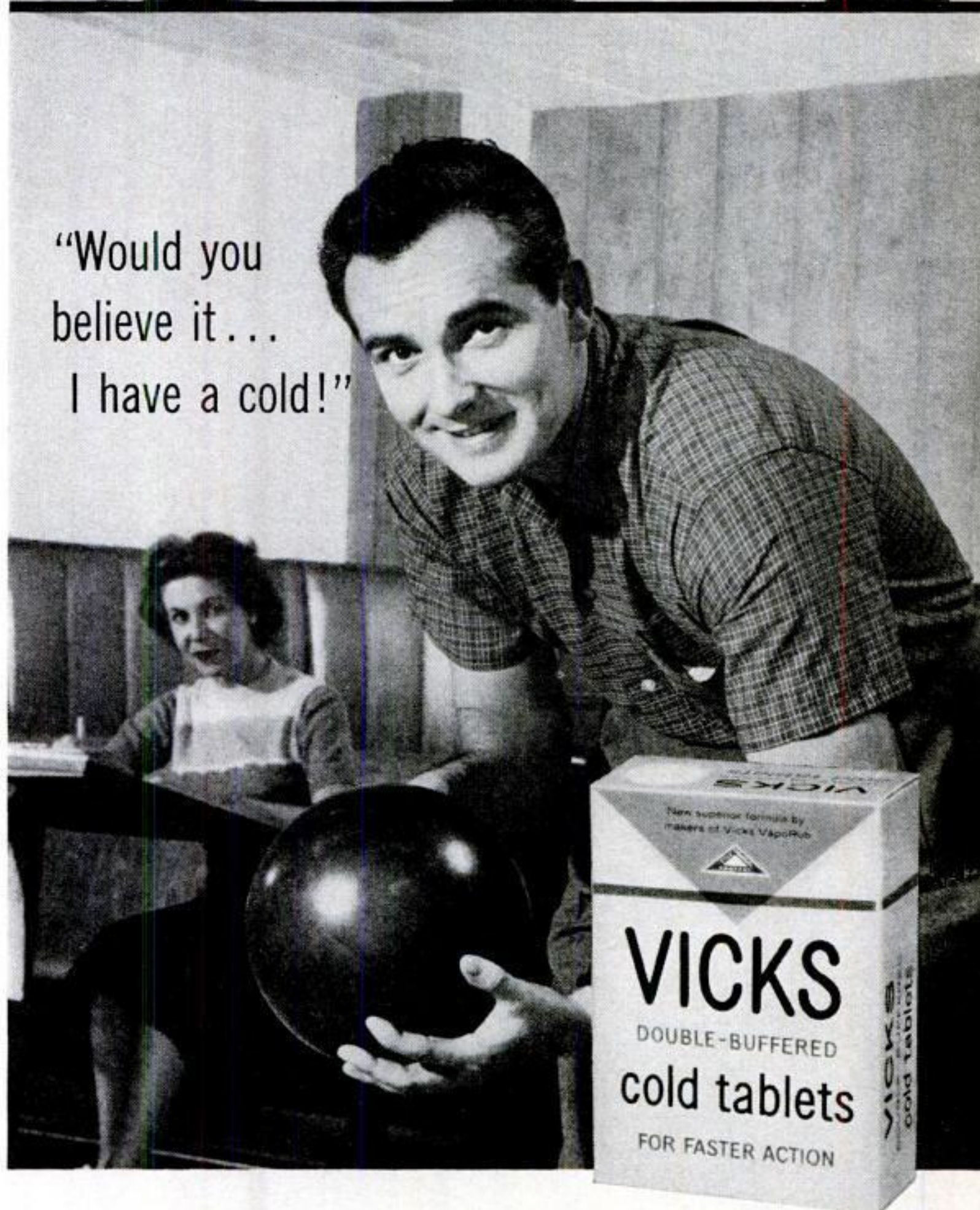


SPEEDER, Ginny Elderkin, 16, was going 35 mph in 25-mph zone, had no previous violations and was sentenced only to two sessions of traffic school.

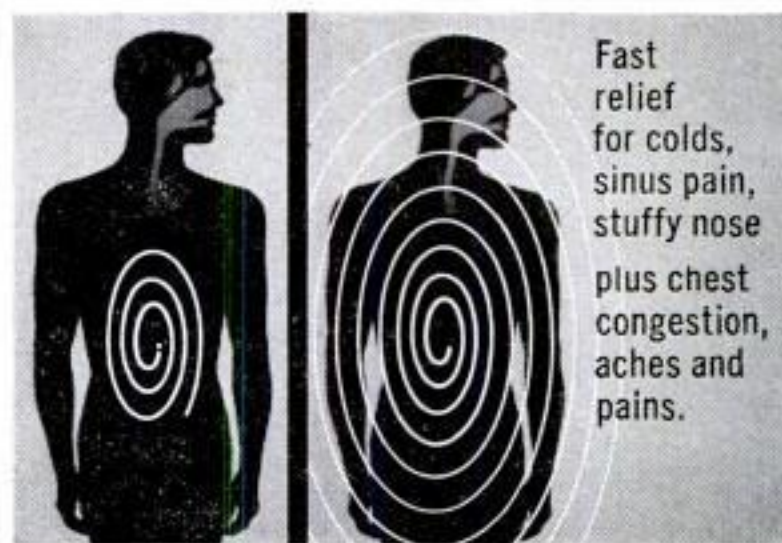


CLEMENCY CASE, Jimmy Stanley, 18, went 50 mph in 25-mph zone, got off with 500-word theme and two sessions of traffic school because he works.

CONTINUED



New Vicks Double-Buffered Cold Tablets act to
relieve colds, sinus pain
53% faster
 than other leading antihistamine cold tablets



While the other leading antihistamine cold tablets are only partially at work...

New Vicks Double-Buffered Cold Tablets have already rushed cold-and-sinus pain relievers into the body 53% faster.

1. Double Buffered for faster action... cold-and-sinus pain relievers rush into the body 53% faster than those of other leading antihistamine cold tablets tested. Proved at a famous university!

2. Relieve colds congestion and blocked sinuses... promote sinus drainage. Relieve sniffles, sneezes, stuffy nose, too—relief that aspirin does not give. Relieve sore throat, chest congestion, body aches and pains.

3. Pick you up fast... relieve that tired, dragged-out feeling of a cold with two stimulating "pick-up" medications.

NEW Vicks DOUBLE-BUFFERED cold tablets

unique
new
garment for
SLIM-TRIM
comfort



Jockey
SKANTS[®] brief

They're unique—the first really original underwear style since the invention of the Jockey brief! SKANTS are bikini-cut, tailored of stretch Nylon that molds to your figure. Designed for today's styles, SKANTS help you look trimmer actually feel *slimmer*! Cut high on the sides, low at the waist, SKANTS give you maximum ease of movement and truly superlative comfort. Choose yours in white or in a choice of colors (red, black, maize, light blue, light gray). Try SKANTS soon. You've never known such freedom!



COOPER'S, INCORPORATED, KENOSHA, WISCONSIN

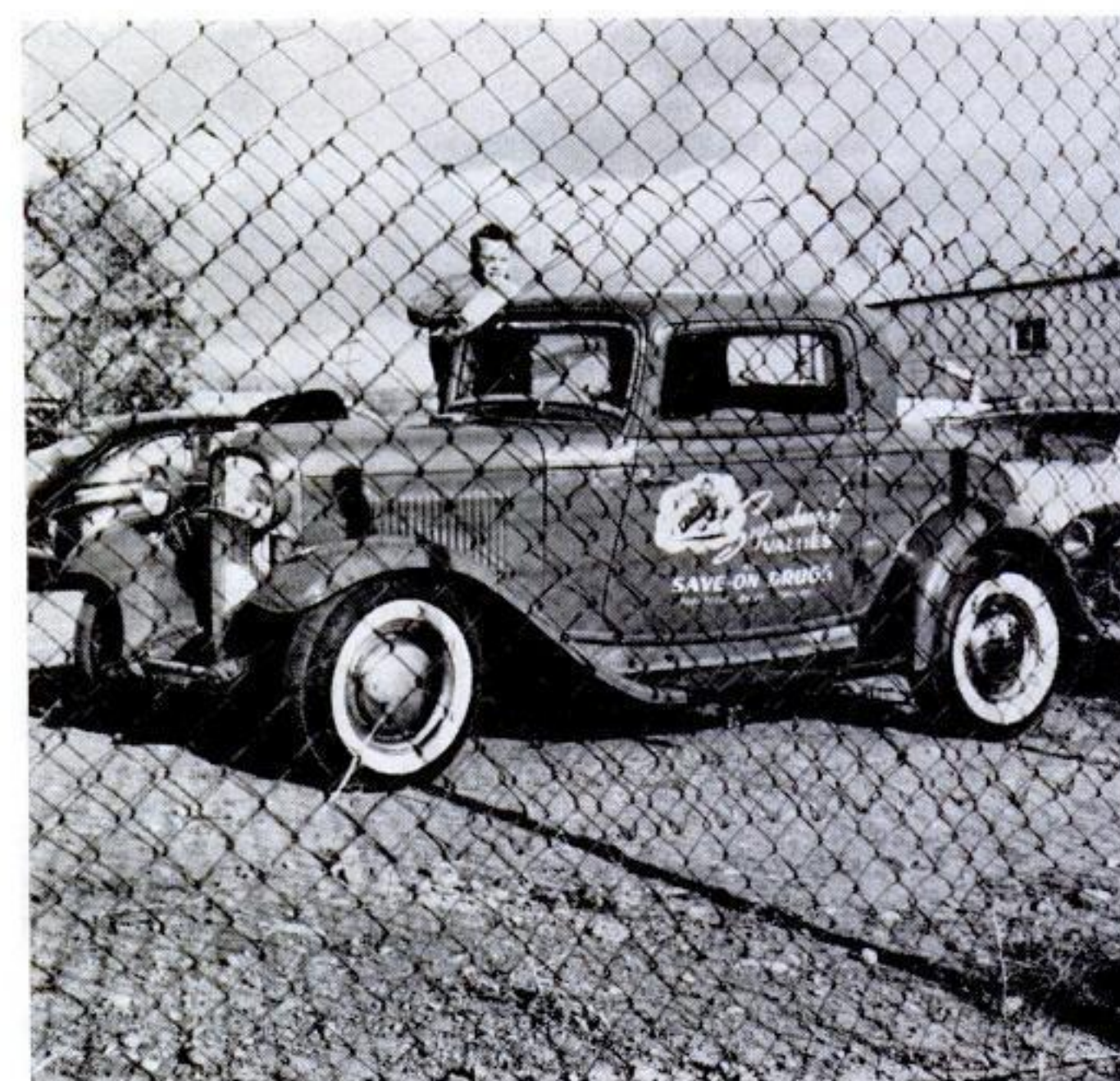
TEEN-AGE TRAFFIC CONTINUED



DISTRAUGHT DRIVER, Bruce Wilson, 18, hit a pedestrian, had to write 1,000-word theme. Judge thought sentence light, but refused to interfere.

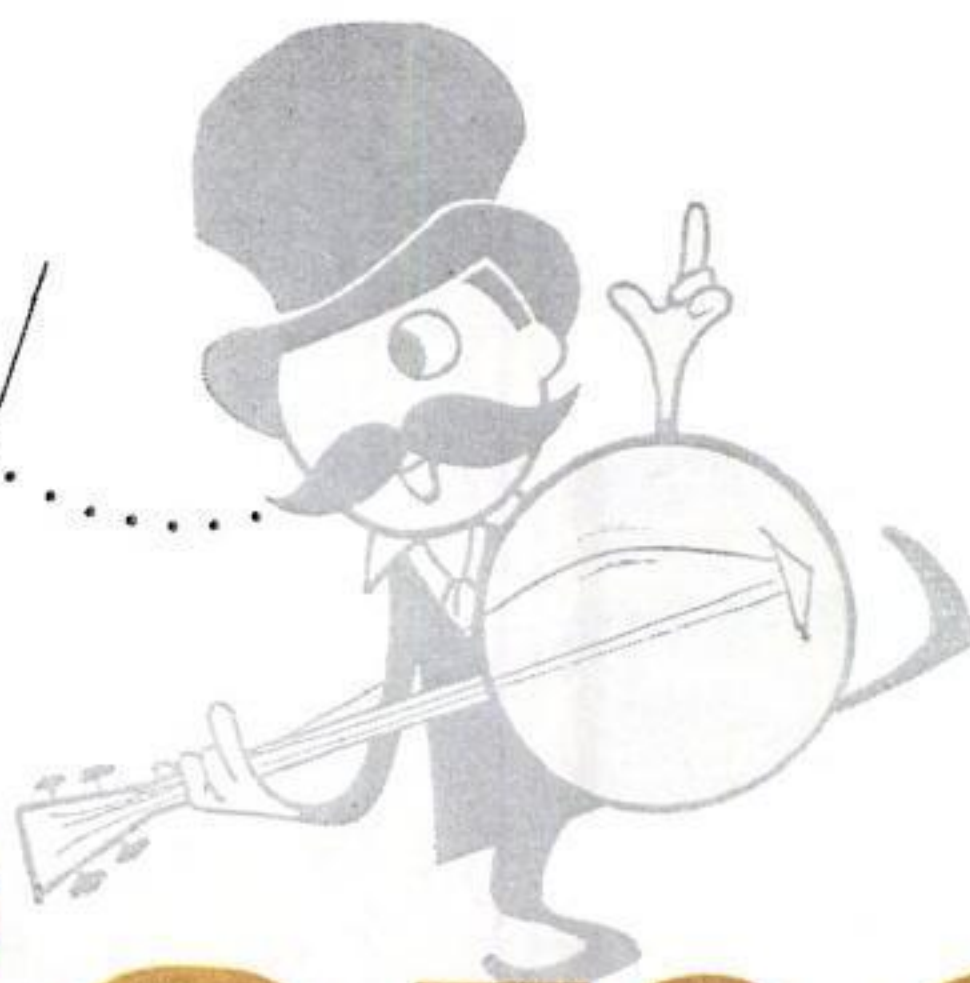


SPECIAL PUNISHMENT was given Bruce Cameron, 18, who drove without a license. He got 13 weekends of washing police cars and polishing floors.

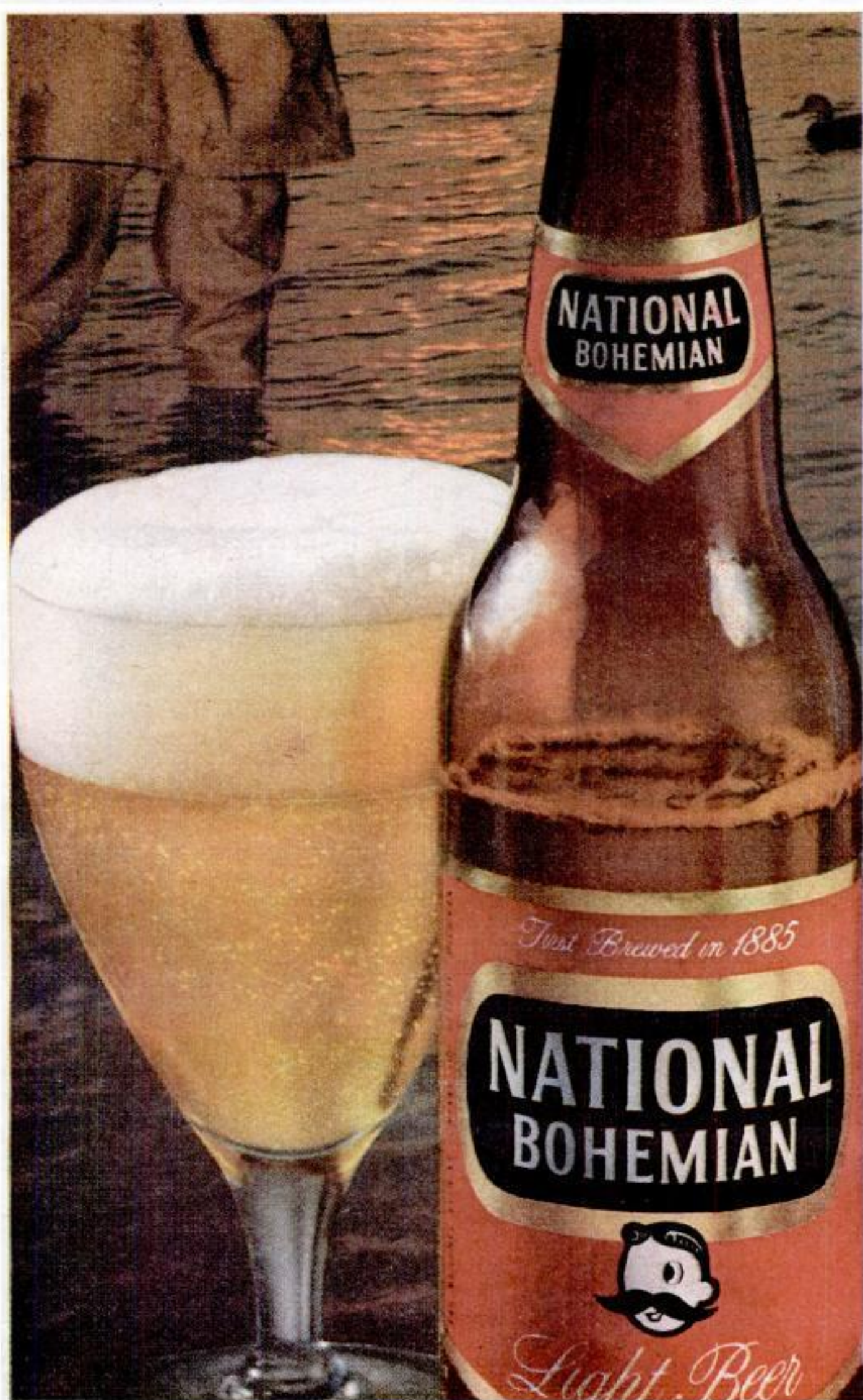


IMPOUNDED CAR is polished by Steve Nugent, 17, as he reclaims it at the city pound where it was taken for making unnecessary noise as he drove.

*...from Chesapeake Bay,
land of pleasant living!*



National



Beer

This is the beer that comes to you from a land of pleasant living.

The land we're talking about is the Chesapeake Bay country. Celebrated since colonial days for its gracious living—its good food—its generous hospitality.

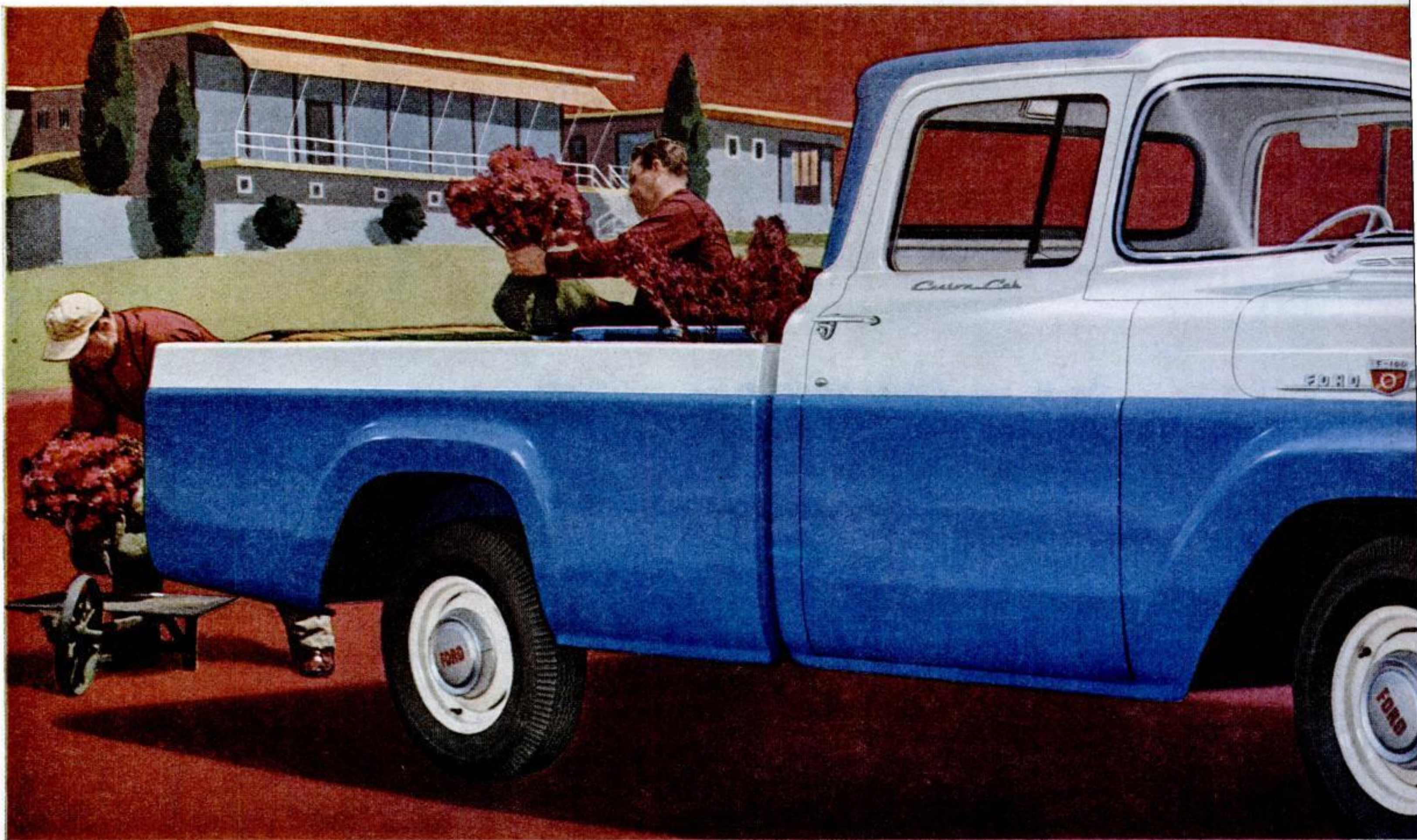
The beer is National. Long established as the side-by-side table-partner of the region's great delicacies—the Chesapeake oyster, the big bay crabs and clams—Maryland fried chicken and Virginia hams.

A Chesapeake Bay tradition handed down from the past—today National occupies a place of its own among the great bottled beers of the country.

We offer it to you as a symbol of quality from this land of pleasant living. Try it, if you will. It's the TASTE—that you'll like about National.

THE NATIONAL BREWING CO., BALTIMORE, MD. • OTHER PLANTS: DETROIT, MICH. — ORLANDO, FLA.

Put your best foot



↓ *FOR HEAVY GOING!*

NEW TANDEM-AXLE CAPACITY PLUS FORD TILT-CAB ADVANTAGES! Brand-new this year—Ford tilt-cab tandems with ratings up to 75,000 lbs. GCW! Now get the serviceability, comfort and operational advantages of tilt-cab design in tandem-axle trucks . . . biggest haulers built by Ford! You get more *payload* capacity, plus the greater maneuverability of tilt-cab design; big maintenance time savings, too!

NOW—4-WHEEL DRIVE PICKUPS FOR OFF-ROAD WORK!

For the first time— $\frac{1}{2}$ -ton and $\frac{3}{4}$ -ton trucks with Ford-built 4-wheel drive at Ford's traditionally low prices! They're equally at home in routine highway work or on your roughest off-road assignments. They're tough—sure-footed operators through mud, sand and snow—and grades of over 60% don't scare 'em. Available early 1959.



FORD-WARD



When you step *Ford-ward* you step ahead with a truck that's '59-new in savings, style and stamina. Take a look at the model that interests you most—and see for yourself.

Thinking of a new pickup? Ford's big Styleside Six is a real penny-pincher. Deluxe delivery? Choose from such style leaders as Ford's new work-or-play Ranchero or the all-new glass-paneled Courier. Tandem-axle tilt-cabs, too! In all, Ford offers over 370 new models for '59 to provide you with the *right* truck for savings and dependability on your job. See your Ford dealer and put your best foot *Ford-ward*.

← FOR SAVINGS!

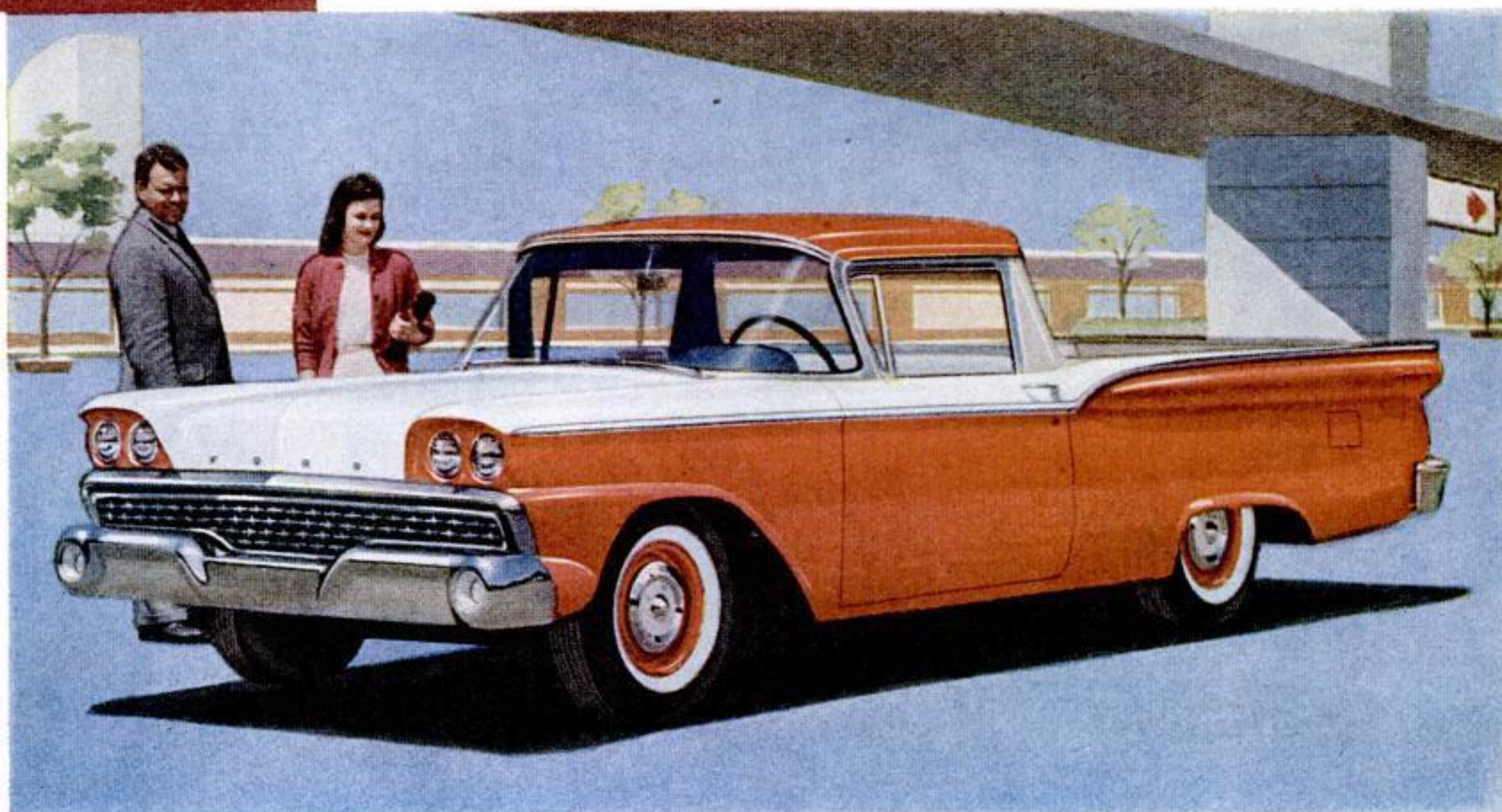
FORD'S STYLESIDE PICKUP WITH SHORT STROKE SIX! Perhaps the biggest single feature of this new '59 Ford Styleside Pickup is its amazing fuel economy! Its rugged Short Stroke Six engine with new economy carburetor squeezes extra miles from every gallon of gas. Add to that a 23% bonus in loadspace over conventional pickup bodies, the smoothest ride of any ½-ton pickup, modern styling and an exclusive Driverized cab and you've made America's soundest pickup buy! Choice of 6½, 8, and 9-ft. boxes; Short Stroke Six or V-8 engines.

FOR STYLE! →

'59 RANCHERO, STYLE LEADER OF FORD'S MODERN TRUCK LINE!

In a line of trucks noted for modernity, the '59 Ford Ranchero is a standout! Here's the most dramatically different pickup ever designed. It handles half-ton loads with ease, yet it's car-comfortable in ride and handling! It provides 7 inches longer loadspace, increased body strength and rigidity, new fuel economy. And inside is all the luxury of the '59 station wagon. Use it for work—and for play—it's ideally suited for both!

Every Ford has SAFETY GLASS in every window



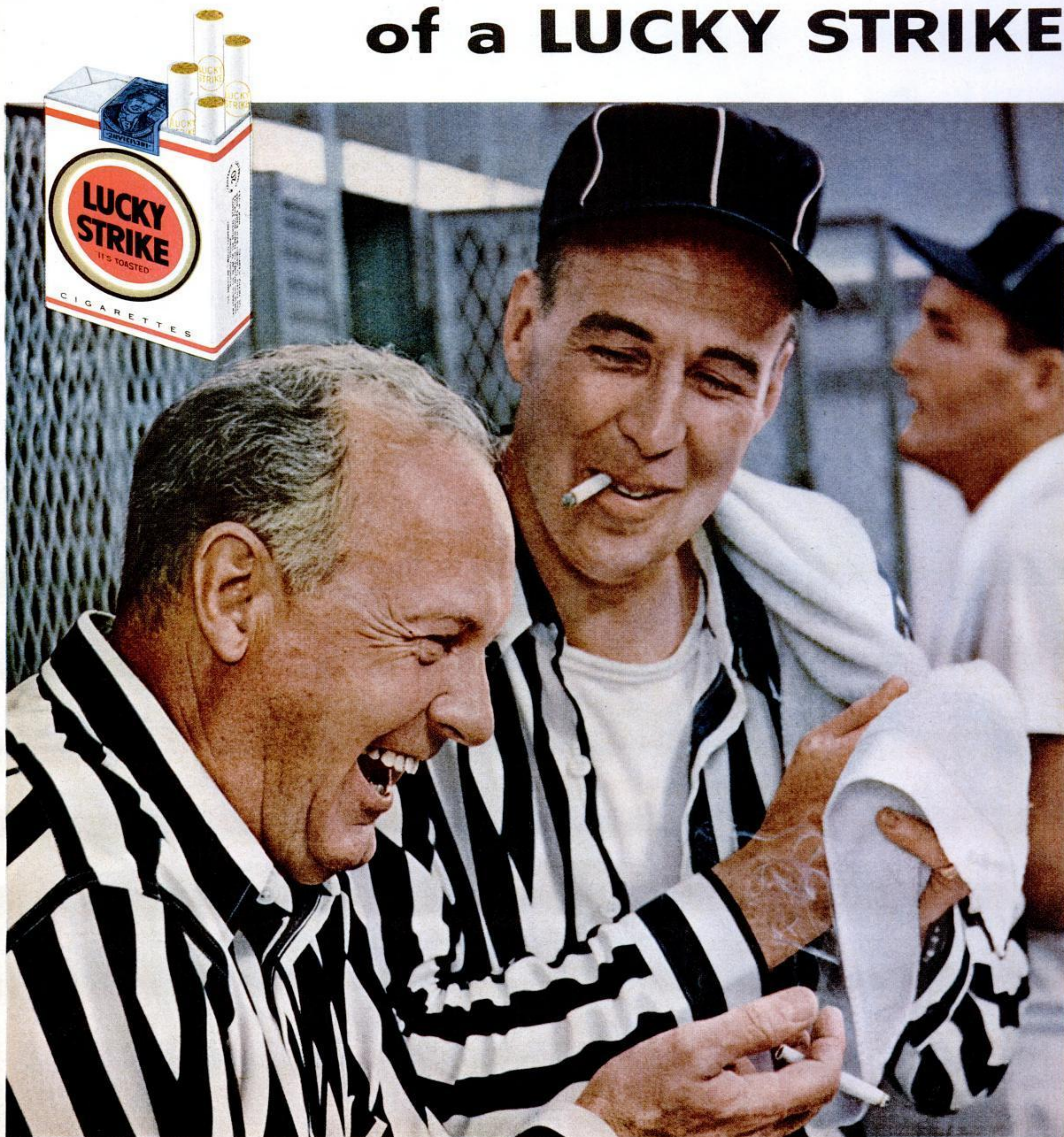
GO FORD-WARD IN '59

FORD TRUCKS COST LESS

Less to own... less to run... last longer, too!

Plenty of brands talk taste. Lucky Strike delivers
it: the unforgettable taste of fine, golden tobacco.
Next time: **get the genuine article . . .**

Get the honest taste of a LUCKY STRIKE



Purdue's 'Golden Girl'
Will Hula Again Today
Halftime Hula Too Hot?

**Encore! 'Golden Girl'
Will Wiggle Again**

WHOOPS AND HOOTS

CENSORED!

She'll Hula
on Gridiron
Despite Kicks

**Purdue Bars Hula
For 'Golden Girl'**

**Hula In Half Time
Has Purdue Boiling**

ADELAIDE'S ACT BROUGHT HEADLINES IN BIG CITY NEWSPAPERS REPORTING ON PURDUE CAMPUS CONTROVERSY STIRRED UP BY HER FOOTBALL FIELD HULA

COED'S WIGGLE IN A WRANGLE

As the first half of the Purdue-Illinois game ended, there was a lot less suspense over who would win (Purdue was 18 points ahead) than what would happen when Adelaide came out. Adelaide Jeanne Darling was Purdue's "Golden Girl," the majorette whose half-time hula had become nationally celebrated. In the previous week's game at Notre Dame, TV showed Adelaide's hip-swinging strut and this considerably embarrassed some Purdue students. Their objections blew up into a campus storm and newspapers, picking it up, published stories that Adelaide's act was to be censored.

But when she came out on the field at the Illinois game half time in her gold and sequin suit, Adelaide had abated not a jot nor a wiggle. She swung baton and hips with equal abandon and got an ovation any star halfback would envy. An 18-year-old freshman, Adelaide took everything calmly. "I dance the way I feel," she said. "I want to interpret life."

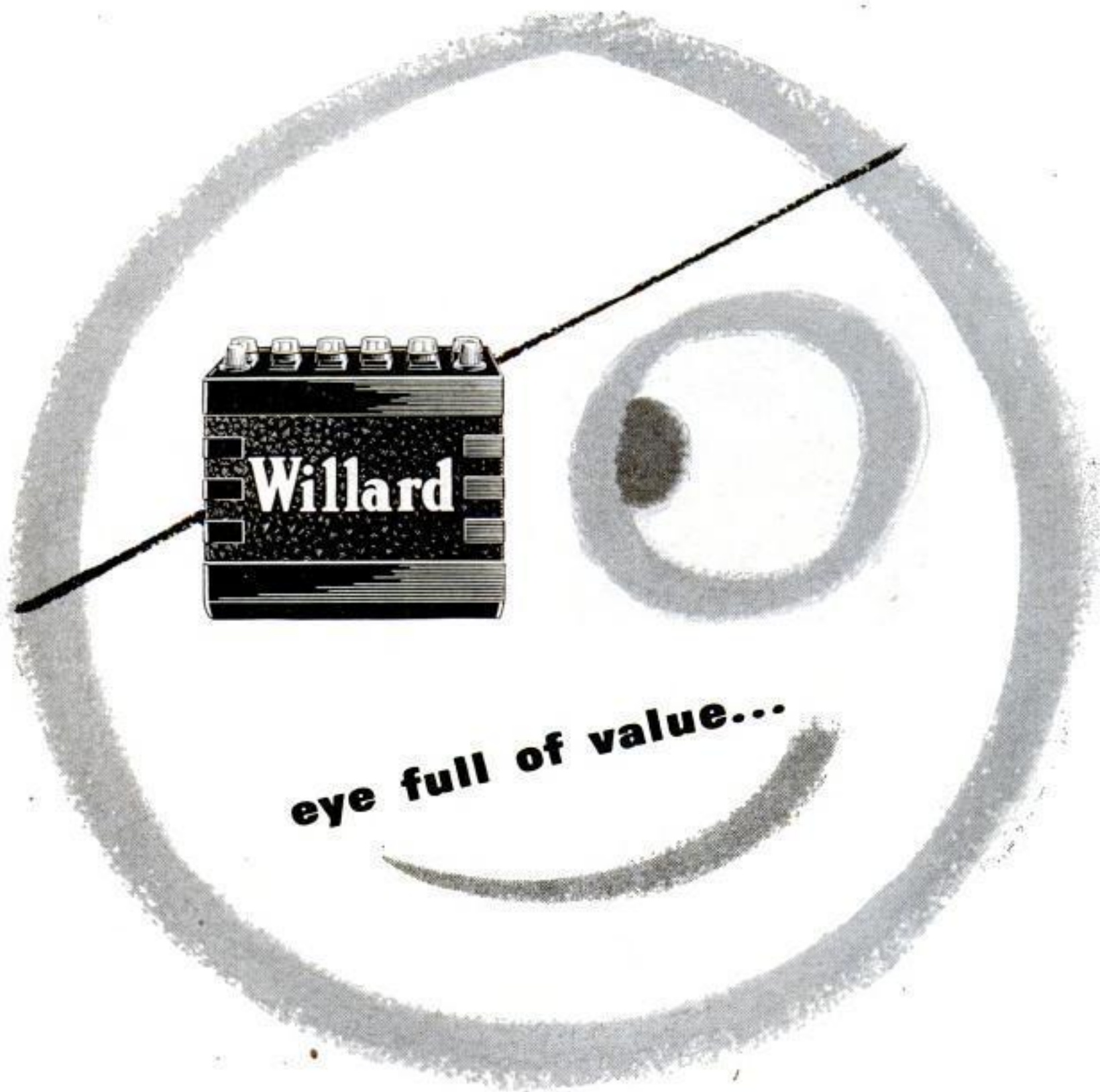


TWISTING HER HIPS, Adelaide does act in rain on field at Ross-Ade Stadium in West Lafayette.

GLITTERING IN COSTUME, Adelaide leads Purdue band away from the stadium after the game. →



CONTINUED



eye, full of fresh long-lasting power, too. It's a Willard Battery, best by far for any car. Fully guaranteed in writing...dry charged or factory-filled...as low as \$9.95 and your old battery at **Willard** Dealers everywhere!

Start your puppy right!



Worm him at home in 10 seconds the easy way with

Sergeant's [®] **NEW** WORM-AWAY

Large roundworms (ascarids) rob your puppy of the nourishment he needs for a happy, healthy life. Now, with Sergeant's *new* Worm-Away, you can worm your pup right at home, get him safely through his first year. He should be wormed when he's 5 to 6 weeks old, or as soon as possible afterwards.

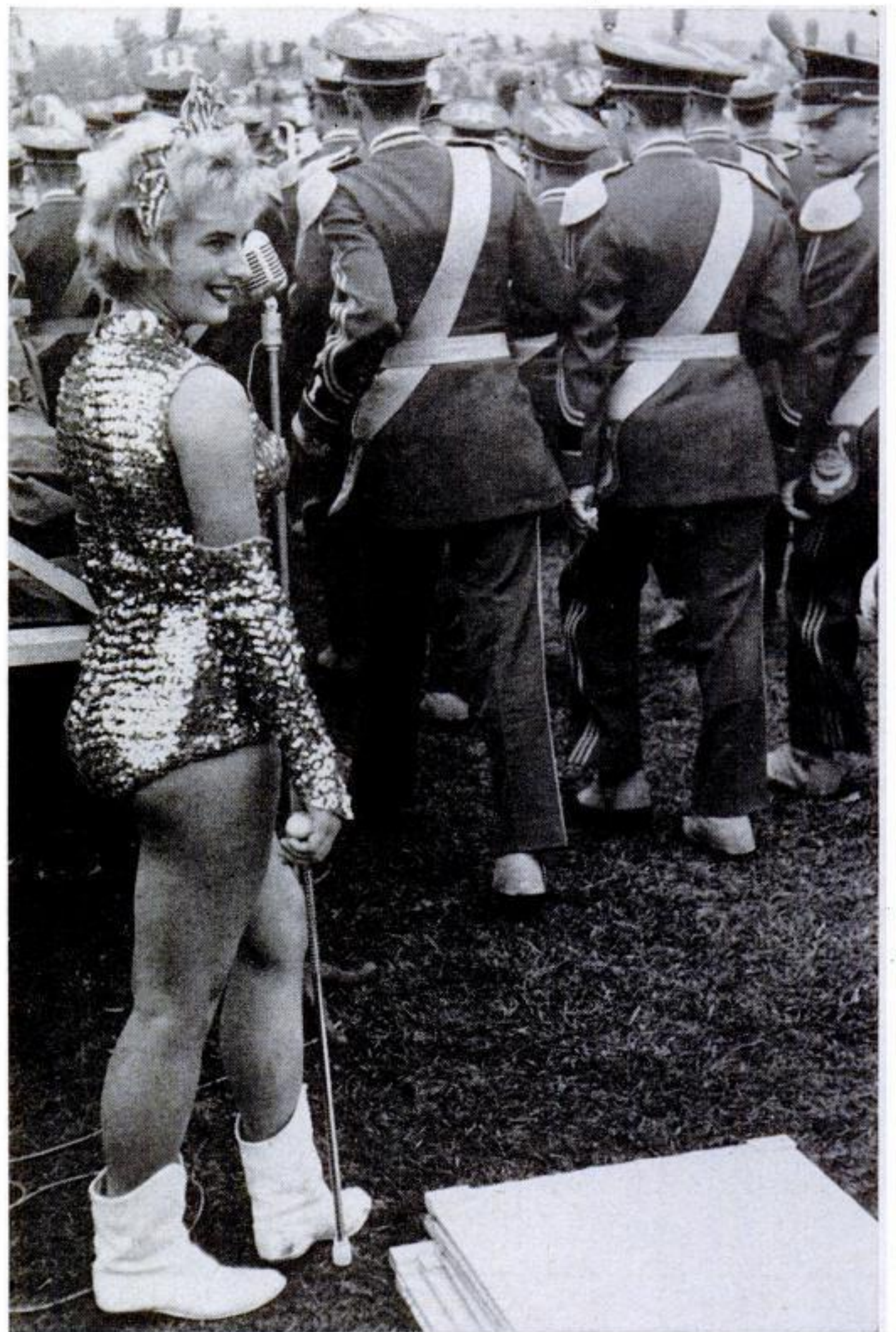
- * Just mix it with his regular food!
- * Convenient—effective
- * No aftereffects
- * Only 98¢ at any drug or pet counter

Worm-Away is also effective for large roundworms in older dogs. Ask for your free copy of Sergeant's Dog Book, or write:

Sergeant's [®] Richmond 20, Va. *the best for man's best friend*



COED'S WIGGLE CONTINUED

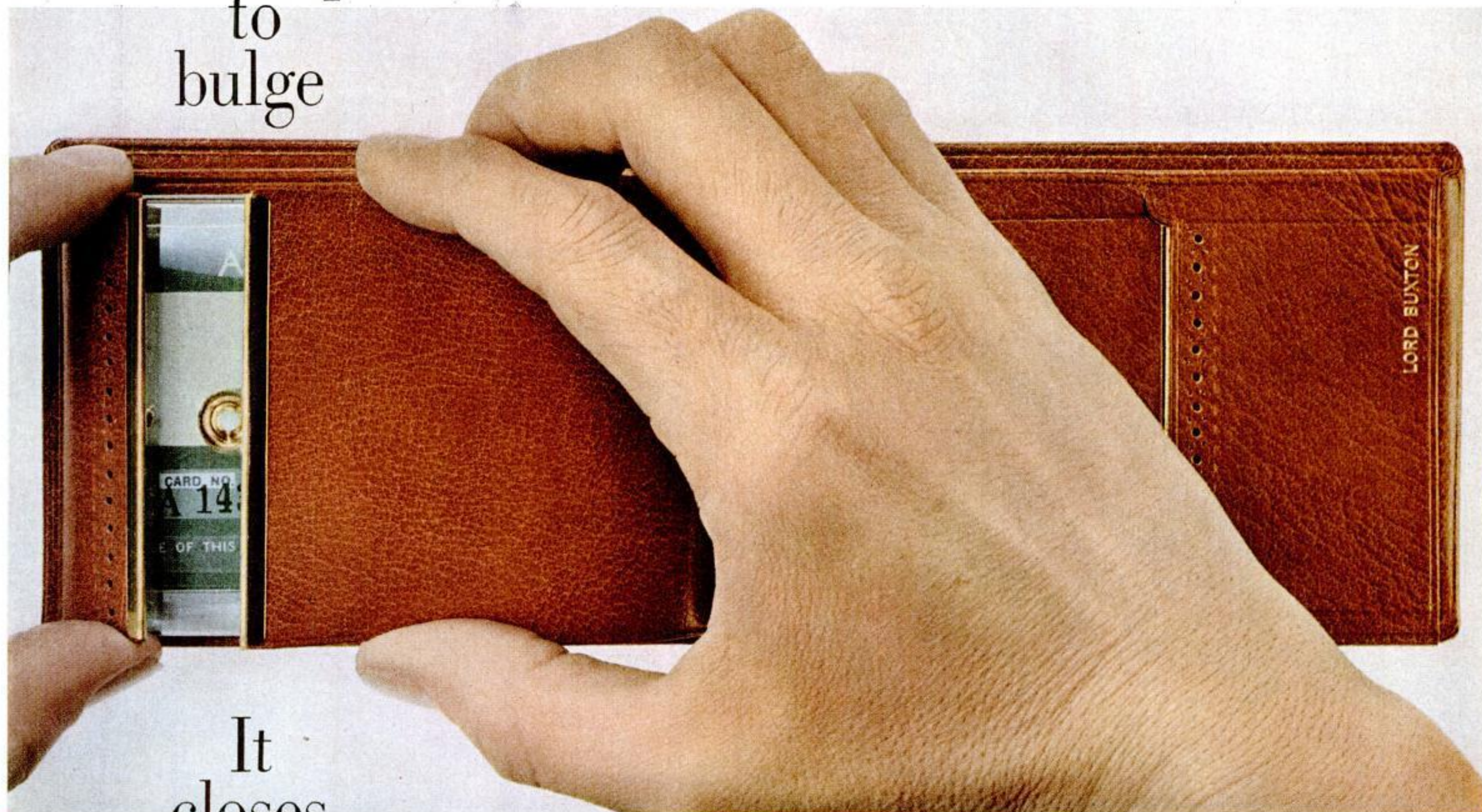


REVIEWING THE MARCHERS, Adelaide gets an admiring glance from the bandsman on the far right. She did her hair specially for her big performance.



RETURNING TO HER DORM, drenched Adelaide has her blond hair streaming down her neck as she is helped back by Ed Farley who carries her baton.

No
overlap
to
bulge



It
closes
flush and
flat



You are looking at the world's thinnest pass-case billfold, just introduced by Lord Buxton. What does it? The remarkable flush-closing shown above. And the windows of "MYLAR"® polyester film, much thinner than ordinary windows, yet much stronger! The Thin-Fold in genuine buffalo calf, \$10. Other fine leathers, from \$5. There is also a ladies' Thin-Fold.

The new Thin-Fold® by **LORD BUXTON**
best for your money

HOT OFF THE GRIDDLE FROM PILLSBURY...

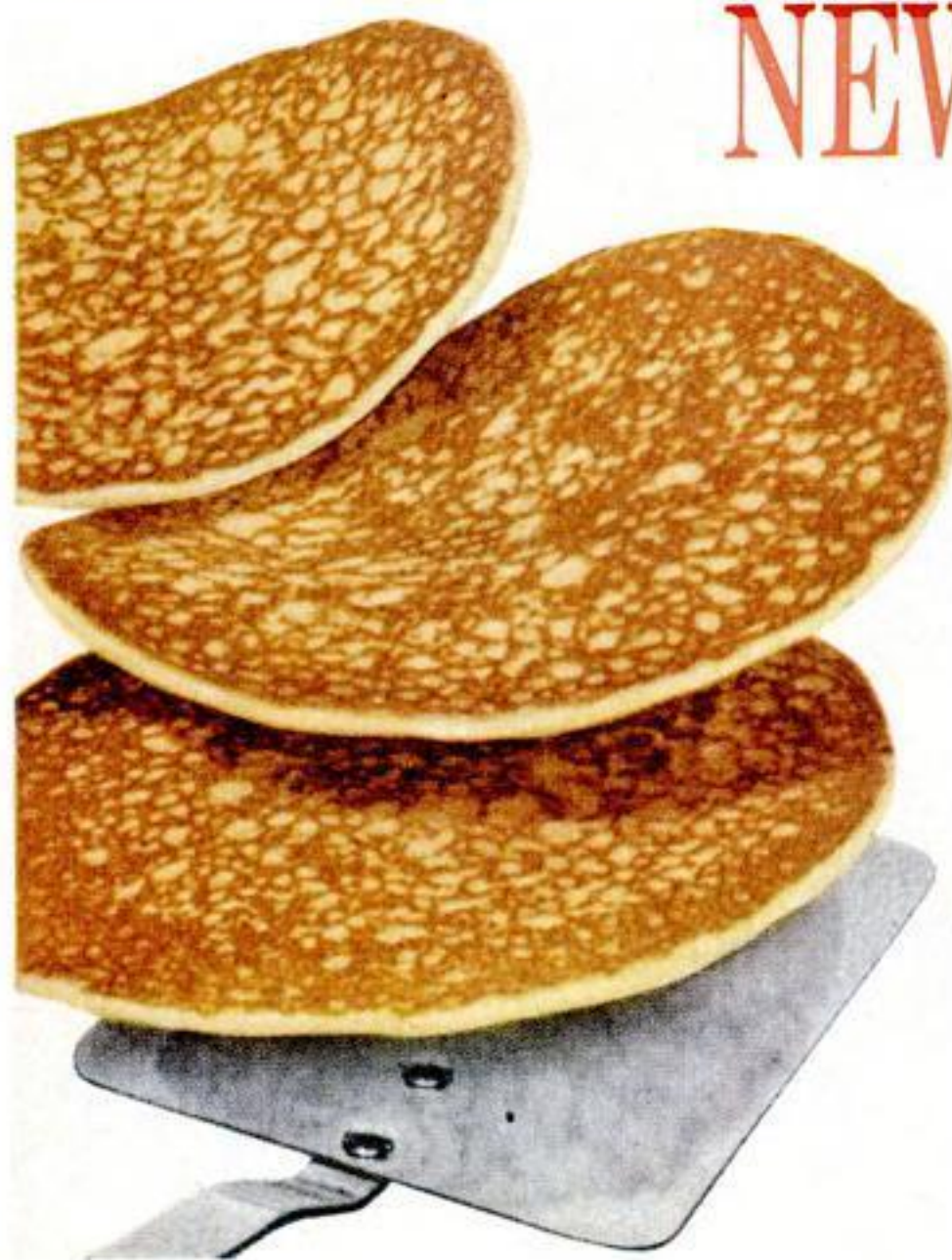
2 New Pancake



NEW Blueberry

The instant you open the package, you smell the blueberry fragrance. Crystals made from real blueberries are all through the mix. Every spoonful of batter you pour onto your griddle is loaded with blueberry goodness. Each tender pancake is blueberry-rich. Mix a batch soon.

TRY ALL 3



Light, Light "Buttermilks", too!

This Pillsbury best seller has country-fresh buttermilk right in the mix. Your pancakes brown so evenly. Cut so tender. That's if they're Pillsbury Buttermilk Pancakes, famous for being lighter, really lighter. About time you tasted the famous ones again?

save 5¢

when you purchase

Pillsbury Buttermilk Pancake Mix

TO GROCER: If you honor this coupon when presented by retail customer, issuing manufacturer will redeem for 5¢ plus 2¢ handling cost, providing you surrender coupon to manufacturer's salesman or mail to address below. Void unless initially presented to you by retail customer, or where prohibited, taxed or otherwise restricted or abused. Good only in U.S.A. Cash value 1/10¢.

This coupon expires May 31, 1959

The Pillsbury Company
Box 802, Minneapolis 40, Minn.



Mixes

(and America's best selling
Buttermilk makes 3)



NEW Honey Buckwheats

Honey makes a difference. The slow-pouring golden kind you love to spin from a spoon. We've gathered it from prize honeycombs, blended it into our special buckwheat recipe. Makes buckwheats a mite richer. Women ask what's in 'em. Men ask for more. Do make plenty!

AND SAVE 15¢

CLIP THESE COUPONS APART AND TAKE THEM TO YOUR GROCER NOW

save 5¢
when you purchase
New Pillsbury Blueberry Pancake Mix

TO GROCER: If you honor this coupon when presented by retail customer, issuing manufacturer will redeem for 5¢ plus 2¢ handling cost, providing you surrender coupon to manufacturer's salesman or mail to address below. Void unless initially presented to you by retail customer, or where prohibited, taxed or otherwise restricted or abused. Good only in U.S.A. Cash value 1/10¢. This coupon expires May 31, 1959

The Pillsbury Company
Box 802, Minneapolis 40, Minn.



save 5¢
when you purchase
New Pillsbury Honey Buckwheat PANCAKE MIX

TO GROCER: If you honor this coupon when presented by retail customer, issuing manufacturer will redeem for 5¢ plus 2¢ handling cost, providing you surrender coupon to manufacturer's salesman or mail to address below. Void unless initially presented to you by retail customer, or where prohibited, taxed or otherwise restricted or abused. Good only in U.S.A. Cash value 1/10¢. This coupon expires May 31, 1959

The Pillsbury Company
Box 802, Minneapolis 40, Minn.



The Proteins in Milk are one reason

Milk makes Energy!

Refresh with Milk for a lift that lasts

Have a glass of cold, refreshing milk
when you need a lift that lasts.

*Milk is high in protein.
It's a powerhouse of energy.*

Recharge—and carry on
refreshed, really refreshed,
lastingly refreshed.

*You never outgrow
your need for Milk—and
the proteins in Milk.*

WOULDN'T A GLASS OF

MILK

TASTE GOOD NOW?

AMERICAN DAIRY ASSOCIATION • Chicago
Representing the dairy farmers in your area
See "The Perry Como Show" on NBC-TV

©1958, AMERICAN
DAIRY ASSOCIATION



Gargi



DEPRESSED VOLUNTEERS APPLAUD LISTLESSLY AS ANTISMOKING SOCIETY'S HEAD, LENNOX JOHNSTON, WARNS WAGGISHLY AGAINST RESUMING FOUL HABIT

Doomed to a Smokeless Agony

BRITISH ADDICTS GASP NOBLY THROUGH ANTITOBACCO EXPERIMENT

by NIGEL DENNIS

AS they trudged up the hill to Garfield House the addicts took last hungry drags on their cigarettes. Puffing desperately, they strained to catch every last whiff of the wonderfully beloved smoke. Then finally the moment came. Hastily discarding the tiny butts, they littered the sidewalks with quarter-inch-long remnants. "Please Close the Gate" read the sign at the entrance, and as each visitor obeyed, a click marked the passage of another doomed soul into the grim, smokeless zone where tobacco could not—or at least should not—enter.

The visitors, who included your nicotine-stained correspondent, were taking part in a historic experiment. We were participants in the first large-scale nonsmoking weekend under medical supervision and were on our honor not to smoke until we left two days later. During our stay we were engulfed in a crusading zeal reminiscent of the greatest days of the temperance movement. For some of us, the difficulty of giving up our cigarettes was heightened by the difficulty of keeping a straight face when the excess of zeal erupted in unctuous statements of nobility and, rather often, wild exaggerations of fact.

The weekend was the brainchild of a Baptist pastor named Hubert Little. Secretary of Britain's 32-year-old Society of Non-Smokers, Mr. Little has for a long time been convinced that, thanks to cigaret smoking, the homes of Britain have been disintegrating into squalor, disease and debt. Last summer he and the society's president, Dr. Lennox Johnston, invited all comers to spend a clinical antismoking weekend at Garfield House, a "Christian and temperance" establishment in the Isle of Wight resort town of Ryde. The group now entering was the result.

One glance at the lobby of Garfield House showed that the society intended to give weak honor its sturdiest support. Stickers, slogans

and pamphlets entitled "The Cigaret Convicted As A KILLER!" "Help Our Society to Warn Society!" and "Leave the Chain-Smoke Gang!" lay on a table along with some light-blue book markers picturing a cigaret whose smoke wreathed out the word "cancer."

There was also an unexpected heap of striped materials labeled "Towels: seven shillings and elevenpence each." Many guests assumed that this, too, had some grim connection with lung cancer—until they reached their rooms and found that the management did not include towels in its weekend price (about \$10) and that guests must therefore buy a towel in the lobby, or dry their faces on their bedspreads. Though the latter were of a purplish color and nonabsorbent, many guests preferred them to purchased toweling and soon descended, with shining purple faces, to the Garfield House dining room.

'It's a trap!'

THERE Secretary Little pinned upon each breast a paper tag bearing its owner's name written in small letters—so small, indeed, that one addict jumped immediately to an unfair conclusion. In a smoker's laryngitic voice, he whispered, "See? It's a trap! You can't read the fellow's name without coming close to him—so close he can smell your breath and know if you've had a cigaret." One hour later, even now aching for a smoke, the company moved into the salon for the opening address of the world's first antismoking session.

It was a mixed company. Apart from members of the society, it included two female welfare officers from the London County Council, a thin, silent RAF officer, a London clockmaker, a professional photographer, a sprinkling of plain housewives and Monsieur Freddy

Mirguet, secretary of a Belgian society known as the Friends of Pure Air. Also present were newspapermen and press photographers from Britain, Italy, the United States and New Zealand. The latter, deprived of nicotine for only three or four hours, were already a piteous sight—their mouths opening and closing like those of new-landed fish, their faces pale and indrawn, their eyes rolling aimlessly in the sockets. But they were distracted from their own sufferings when President Johnston opened the session by calling on the patients to present their "case histories" as smokers.

Each told much the same, mournful story. Each began to smoke while still in his teens, partly because it was "forbidden," partly because it seemed "grown up." Once started, some tried to "rebel" against a habit that struck them as a sort of "slavery" and swallowed up too much money. But most of them went right on smoking just the same—with the result that their slavish craving for tobacco was combined with feelings of guilt. It was the women patients who seemed to be the most tormented by guilt. This came as no surprise to Dr. Wilfred Lester, a London psychiatrist present, who jestingly reminded the questioners that they were "descended from Eve" and thus, he explained, more susceptible to guilt than men.

To many, the obstacles that afflict the would-be abstainer were fearful. Miss Laura Chamberlain, a probation officer, said she had stopped smoking more than once. "Sometimes I have given so much time to the question of whether I should smoke or not, that in desperation I have taken a cigaret so as to take my mind off the problem and concentrate on my work."

Mrs. Rita Torney, a housewife with a cigaret consumption of 40 a day, put part of the blame on troubles and worries: "You sit up till late at night discussing them, and smoking all the time." "I start eating so much if I give up," cried one poor woman, "and then I get so fat." But President Johnston would have none of that. "First, lick your urge," he said sternly. "Then lick your obesity."

To the first of these ends, Psychiatrist Lester and his chest-specialist colleague, Dr. Norman MacDonald, cleared a couch in the center of the room and invited the guilty ladies to lie down and be hypnotized. One by one—as camera flashbulbs sizzled in their faces—the ladies endeavored to fix their minds on the medicos' lulling incantations. "Your legs are getting heavier and heavier. . . . Your eyes are closing tighter and tighter. . . . I am about to prick you with this pin, but you will not feel it. . . ."

One by one they cried "Ouch!" and sprang erect.

Finally a good-looking news-hen went into a profound trance. "You will find that during your stay here," the doctor told her in a low voice, "your craving for cigarets will be less." The lady rose from the couch, smoothing her skirts and wearing an impassive look. "Well, one out of five—that's not a bad average," said one of the doctors.

Raising their eyebrows slightly, the newspapermen agreed politely. Then, the meeting over, they glanced at their watches and moved hopefully toward the front door—beyond which lay Ryde's cheery bars and smoke-filled nightclubs. But Mr. Little, no friend to delinquency, barred the way. "I fear that the door of Garfield House is always locked at 11 p.m.," he intoned, "so you cannot go out because there would be nobody to let you in again."

A stunned, horrified silence greeted this awful logic. The spell was broken only when Mrs. Rita Torney, the London housewife and patient, suddenly descended the stairs at a gallop and frantically pressed two packs of cigarets onto the chest of the chest specialist. "Take these, Doctor!" she cried. "They will be safer with you!"

Slowly, as in a badly managed funeral procession, patients and press trailed sadly to bed. What happened under cover of night? Nobody will ever know exactly, but certain points may be noted. One is that though the night was far from warm, certain guests of Garfield House began behaving like fresh-air fiends. They flung their windows wide—as if eager to dispel something that was collecting in their rooms. Some could be seen leaning half out of their windows and re-

maining poised thus for minutes on end, as if performing some ritual—apparently with spent matchsticks, a good many of which were found on the path below next morning. During the night the sound of water was heard rushing incessantly down the drains, as if evidence were being washed away. At all events it was a much-shaken company that descended next morning to hear President Johnston make the first major address of the session.

The president, a gaunt apostle with a medical degree, first reminded the company that the battle against tobacco is both ancient and honorable. He quoted England's first great antismoker, King James I, who, in a *Counterblast to Tobacco* (1604), described smoking as "a custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs. . . ." It was King James who executed Sir Walter Raleigh, the man who popularized tobacco in England. "It is fitting," said the president with a hearty chuckle, "that Raleigh met his death upon the scaffold."

Blanching at this assault on a revered national hero, the more nervous members of the audience reached instinctively into purses and pockets for a smoke, recalled abruptly their surroundings, and began to suck eagerly on large yellow mints, which were being passed around in a glass dish.

Respiration quickened, the stench of peppermint filled the room and the presidential diatribe continued. "Tobacco is a drug," he said, but it is never so represented. "The drugged, poisoned addict lives in a state of intermittent intoxication."

The president was followed by the kindly chest specialist, Dr. Norman MacDonald. He won the sympathy of every starved lung present by conceding the many perplexities regarding the relationship between smoking and lung cancer. "We don't know

what factor in the cigaret to get rid of, or how to get rid of it. We cannot explain why there is no difference, in the aftereffects, between those who inhale and those who do not." Then he turned to "facts." "One person in Britain dies every half-hour" of lung-cancer. Four fifths of these deaths, he added baldly, though there are no statistics to bear him out, are "directly related to smoking." To demonstrate his points, Dr. MacDonald threw lantern slides upon the wall showing aged people dying of lung cancer, including a stout gentleman of advanced age who put away seven hundredweight of pipe tobacco in 54 years. Finally Dr. MacDonald produced some flat, square bottles of alcohol containing cancerous lungs. These passed from hand to hand with many a shudder, followed once more by the dish of yellow peppermints.

Adults restraining their howls

NOW it was the turn of the psychiatrist, Dr. Lester. A jovial man, Dr. Lester summed up cigaret smoking in purely Freudian—or at least Lesterian—terms. Tense infants, he said, let out a howl and reach for their mothers' breasts. Tense adults restrain their howls by reaching for cigarets. "The man who smokes 25 cigarets a day is giving himself 25 breast feeds." Smoking is thus "a manifestation of an acute emotional need" and the perfect solution to it would be the psychoanalyzing of all smokers. As this is impractical, some less dangerous substitute for the breast than the cigaret must be found—some other form of "de-tensioning" in an ever tenser world.

The president chimed in to say he had heard that smokers have seven times as many car accidents as nonsmokers, adding (erroneously) that driver members of the Society of Non-Smokers are allowed 10% off their premiums by the insurance companies.

Dr. Lester said that smokers "go crazy" if they are not given a substitute. Mr. Little said that God has given man free will.

Finally an argument broke out among the doctors as to whether cigarets aid or hinder mental concentration.

Suddenly a patient cried, "Oh! All your talking about it only aggravates my craving!" Just in time, the beating of the luncheon gong announced the session's end.



SUBSTITUTE FOR SMOKING, dish of mints, is passed around by society's secretary, Rev. Hubert Little, the weekend's instigator.



JOSEPH COTTEN, STAR OF THE BROADWAY HIT, "ONCE MORE, WITH FEELING"

"MIXED OR STRAIGHT—IT LEAVES YOU BREATHLESS!"

Smirnoff is Straight Vodka, charcoal-filtered to flawless clarity and smoothness. That's why many people like to sip it—*straight*. They're the same people, of course, who insist on Smirnoff in their Vodka Martinis, Screwdrivers and Bloody Marys. Having no liquor taste or "breath," Smirnoff loses itself completely in just about anything that pours. *And it leaves you breathless!*

the vodka of vodkas

Smirnoff
THE GREATEST NAME IN **VODKA**

80 AND 100 PROOF. DISTILLED FROM GRAIN. STE. PIERRE SMIRNOFF FLS. (DIVISION OF HEUBLEIN), HARTFORD, CONN.



Copyrighted material



Luxury on a high-flying cloud—this fabulous “angel wing” negligee in pink peau de soie. Specially designed by Scaasi to match the delicate pink luxury of Soft-Weve, the bathroom tissue that has everything . . . superb “facial tissue” quality—luxurious 2-ply softness—and now a “See-through” wrap that *shows* you the delicacy of Soft-Weve’s “negligee” colors!

The most noticed little luxury in your home

Soft-Weve®

2-PLY TISSUE BY SCOTT



NEW! “See-through” wrap

Copyrighted material



GLEEFULLY GUILTY, Mrs. Rita Torney enjoys a drink and a cigaret after forsaking Garfield House for the more congenial surroundings of a nearby bar.

SMOKELESS WEEKEND CONTINUED

"When you want a cigaret, switch your attention to something else," Dr. MacDonald had advised the patients—and mealtimes at Garfield House provided just the sort of switch the patients needed. It was the intervals between meals and sessions that tested them most. They sat nervously in the lobby reading the newspapers, or they took short walks. "I thought they'd give me pills, or something of that sort," the clockmaker protested. "Showing me all those cancerous tissues doesn't have any effect. Why, when I'm in London, I go and watch postmortems at a hospital every other week."

The doctors said they were well aware that these "empty" intervals were the most trying periods. So they gave each guinea pig a long questionnaire to work on. The 50-odd questions ranged from "At what age did you commence to smoke?" to "Do you have a cough? With phlegm? . . . Does your chest wheeze at times?" The doctors also arranged a crowded coach tour of the island. But as the afternoon moved on there was evidence of growing strain at Garfield House and it became clear that some really "detensioning" substitute for breast-feeding was badly required. Many agreed with the Italian cameraman who thought it fortunate that Garfield House is on the Isle of Wight. Had it been in Italy, he observed, murder long since would have supplied the missing substitute and reduced the prevailing tension.

Then, suddenly, as dusk fell, a wild rumor ran through Garfield House—a patient had been caught smoking. But where? Like elephants maddened by long abstention, reporters and cameramen stormed up and down Ryde's quiet streets, peering into the doorways of bars and coffee shops. At last, in Spencer's Bar, a dignified meetingplace for Ryde's better burgesses, the black sheep was run to earth. It was Mrs. Rita Torney, the very one who had pressed her cigarets upon the doctor the previous night. Now gay, smiling and utterly detensioned, she sat relaxed on a sofa, a drink in one hand, a cigaret in the other. Cameramen surrounded her with hungry, happy cries.

"Are you really English?" Mrs. Torney was asked by a reporter. "You look rather Italian." "I am as English as anyone can be," Mrs. Torney answered, "but there are moments when I *feel* Italian—and this is one of them." Within moments, the air filled with clouds of smoke as, one by one, almost all present put trembling matches to their mother's breasts and drew on the forbidden font. The rot was on.

The indignant presidential heel

HOW could it be stopped? Mrs. Torney's relapse was as yet unknown to the authorities at Garfield House. Later the same night, however, President Johnston, happening to enter Ryde's Flamingo Club between sessions, saw before him the incredible spectacle of a lady reporter brazenly puffing on a cigaret. He seized it from her lips, dashed it to the ground and stamped it out. At that very moment another reporter entered, also drawing on a filthy abomination. This, too, was ground under the indignant presidential heel. No less than

CONTINUED

BUY TV GET ALL 3



The Waverly Model KE150M

1. HI-FI TV WITH 3-D
2. HI-FI AM/FM RADIO
3. HI-FI STEREO PHONO

plus new STEREO hi-fi by Olympic

ENJOY them all together at one modest price . . . all that's new and finest in TV and high fidelity entertainment, in a single graceful, luxurious cabinet! And newest, most thrilling of all . . . the expanded realism of wonderful *stereo* hi-fi sound! These value-packed Olympic 3-way combinations have important details of dependable quality . . . custom components . . . custom wiring. Choose from fine furniture woods in Modern, Traditional, Provincial or Chinese, from **\$299.95**.

Olympic

Division of The Siegler Corporation

WORLD'S LEADER IN COMBINATIONS

FREE!
16-page booklet shows you a complete selection of Olympic 3-Way Stereo Combinations, styled for your home.

OLYMPIC RADIO & TELEVISION 34-55 38th Ave., Long Island City 1, N.Y.

☐ Send free literature on Olympic Stereo-Ready 3-Way Combinations, Hi-Fi and Tape Recorders, and Hi-Fi TV with 3-D ☐ Send name of nearest Olympic dealer

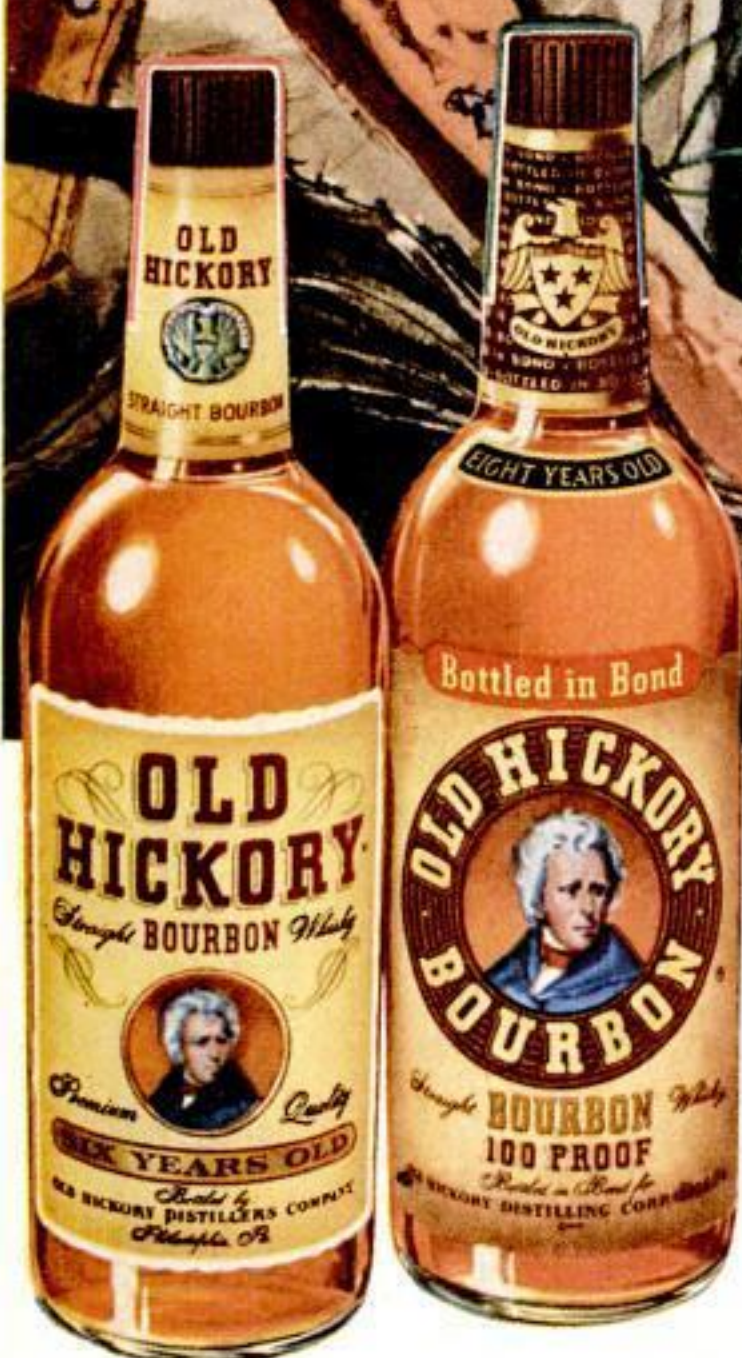
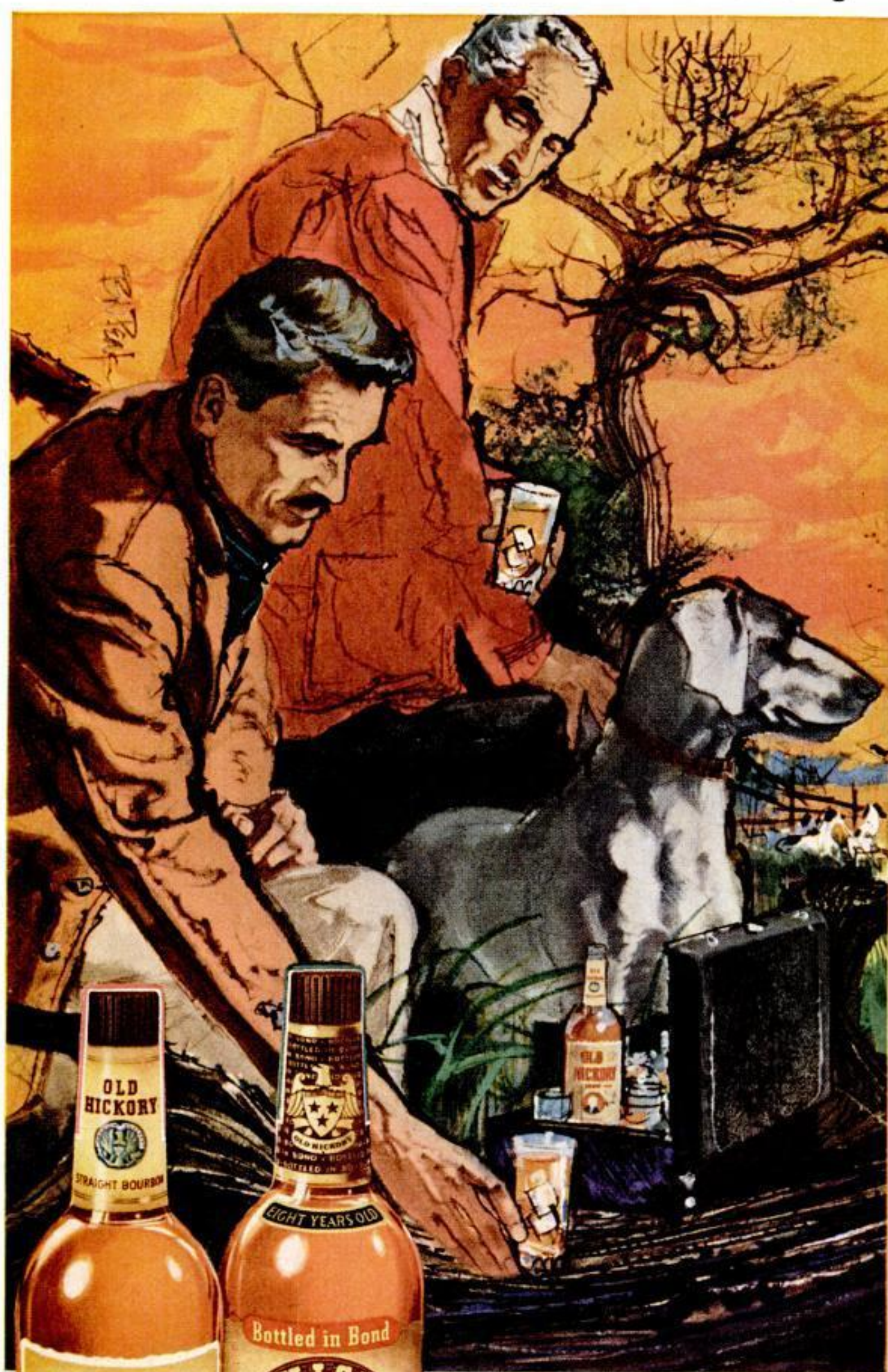
Name

Address

City Zone State

OLD HICKORY

An old fashioned whisky—
The mild taste tells the story



Distilled the costly,
old fashioned way,
you will find Old Hickory
the best friend ice ever had.
In lighter 86 proof or
100 proof Bottled-in-Bond.

STRAIGHT BOURBON WHISKY • OLD HICKORY DISTILLERS COMPANY, PHILADELPHIA, PA.

SMOKELESS WEEKEND CONTINUED

three patients were successfully hypnotized that night, but by bedtime it was clear to all that honor and discipline were in grave jeopardy. The noise of water carrying ash away seemed louder than ever, and many a telltale, red glow illumined the open ports of Garfield House.

It would take a good man to put things straight again—and Mr. Little himself endeavored to be that man. After Sunday morning breakfast he rose to his feet and launched into a stern address entitled "The Moral Aspects of Smoking." Mr. Little wasted no words on breast-feeding, tension, substitutes and the like. But he did describe what his and his wife's food looked like in a cafeteria after being polluted and contaminated by feckless smokers. "I have even had ash in my eye," he declared. He described the agony of the nonsmoker bottled up with addicts who, in the name of "sociability," puff poisonous vapor into one another's faces. Would any man, he asked, treat his automobile as he treats his lungs? "Would he pour sulphuric acid into its tank?" Startled by the question, the audience was momentarily diverted from wondering just what ash in Mr. Little's eye or acid in his gas tank had to do with "moral aspects."

But the secretary was undaunted. Why, he asked, sing "God Save Our Gracious Queen" at the conclusion of a concert and *then* light up a cigaret—when you know full well that our last gracious king, George the Sixth, died from the effects of cigaret smoking?

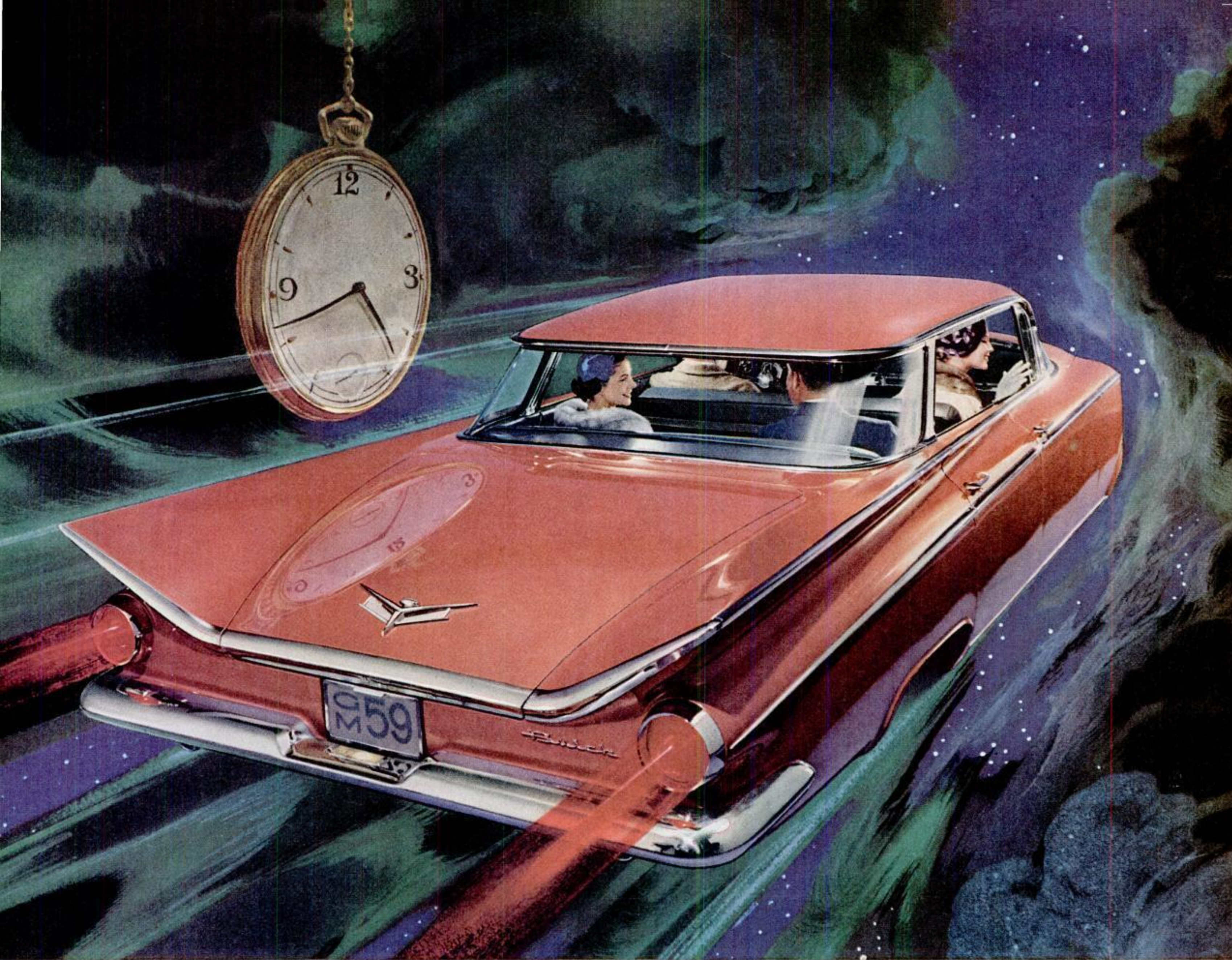
By the time Mr. Little had finished with the cigaret and his description of its foul, pervasive fumes and ash, his listeners felt closer than ever before to the eruptions of Krakatoa and Vesuvius. But Mr. Little had also confused them. Was smoking purely a medical problem, as the chest specialist suggested? Was it purely a psychological problem, as the psychiatrist suggested? Or was it purely a moral problem, as Mr. Little insisted? Was the cigaret the guilty party, or man himself? Was a "clean" cigaret desirable, like a "clean" hydrogen bomb, or was a "clean" man the prime necessity? Apparently, the experts could not begin to agree—and, suddenly, what was planned as the world's first organized antismoking weekend threatened to expand and dissolve into a nebulous, inconclusive discussion of eternal human dilemmas.

It was the patients themselves who, in the closing session, supplied an optimistic note—although it was hard to believe that very many of them were convinced of what they were saying. Miss Laura Chamberlain said simply, "I am amazed by the fact that I have not smoked since 7 p.m. on Friday." Mrs. J. Cole spoke of her stay as "a very nice two days. I have managed with just a few cigarets—two little half bits, and my usual consumption is 15 to 20 a day." Most of the patients stressed the therapeutic value of what they called "the atmosphere"—"this sitting around, listening to talks." Each cited his or her special stand-by, ranging from dummy-suckling and "being active" to hypnosis, will power and "the power of God."

Two things, at least, were clear, when the patients, press and doctors streamed off down the road to the ferry boat. One was that though experts may disagree endlessly on causes and cures, their patients will all have their own ways of trying to reach their desired goal—by each following his or her chosen line of thought, be this gospel truth or china dummy. Equally apparent, however, was the fact that Garfield House is an island, not a universe—a smokeless oasis in a smoky world. All seemed well while the mints went round, while Mr. Little thundered and the grave doctor pointed his pencil at the cancerous tissue. But what would happen when the sufferers bid each other goodby and each re-entered that lonely, private world of everyday work and domesticity? "That," said a volunteer, "is the moment I dread."



EXPERIMENT OVER, Doctors Wilfred Lester (left), Norman MacDonald (center) leave Garfield House. At right are Author Nigel Dennis and daughter.



A portrayal of the "Time Proof" Body by Fisher in the 1959 Buick Invicta

The "Magic Mirror" that stretches time—

ON EVERY "TIME PROOF" BODY BY FISHER

Let's start with the finish — there's never been anything to match the "Magic-Mirror Finish by Fisher"! It's up to 22 times as color-fast as conventional lacquer finishes.

Even after exposure to all kinds of road and weather conditions, this exclusive new acrylic lacquer retains a brilliant luster—without waxing or polishing.

The "Magic-Mirror Finish by Fisher" is just one feature that packs lasting value into every "Time Proof" Body by Fisher.

You'll find such other extras as Life-Span Build, an integrally joined framework of tough, taut steel that withstands shock, smother

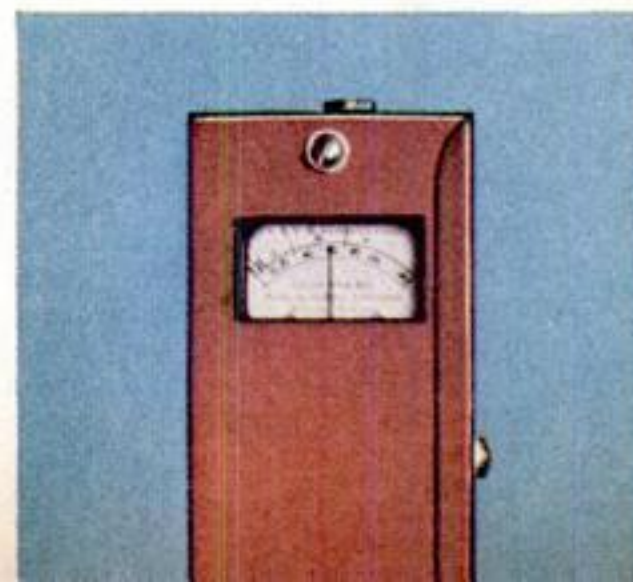
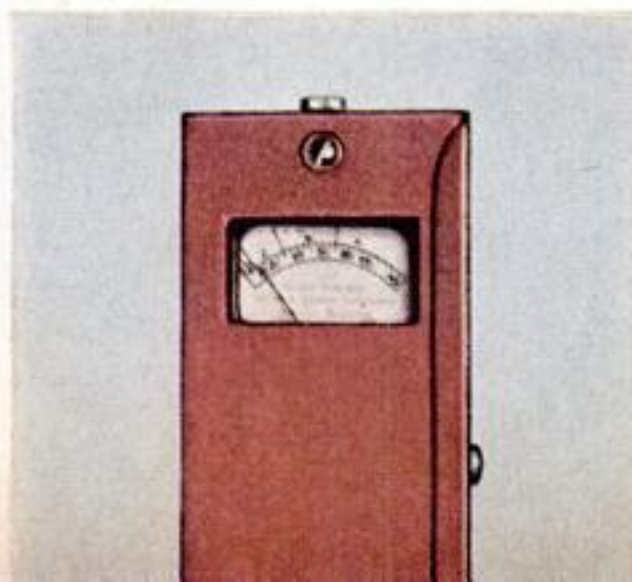
vibration and noise, stands off shakes and rattles, year after year.

And you'll discover the lasting comfort of *Living-Room Interiors* — the rich appearance and superb quality of contour-molded carpets — the good looks of "inlaid" upholstery, embossed by a Fisher-developed dielectric process — the security of ripple-free Safety Plate glass in every window — front, rear *and side* — the extra visibility of Vista-Panoramic windshields whose glass areas have been increased as much as 50%.

Enjoy all this in "Time Proof" Body by Fisher, yours in the "GM Five": Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac.

Only the "GM Five" give you the Bonus of BODY BY FISHER

SEE THE DIFFERENCE! Ordinary lacquer finish (left) retained less than 10% of its original gloss after 18 months of sun and weather. Under identical conditions—without polishing—"Magic-Mirror Finish by Fisher" (right) retained almost 75% of its new car luster!



CHEVROLET
PONTIAC
OLDSMOBILE
BUICK
CADILLAC

With hearty good wishes from Mazola Corn Oil

Ideas for Happy



Perfect Turkey... it's a snap
When you roast in Reynolds Wrap!

This high-heat way takes half the time! Prepare bird as usual, place on long strip of REYNOLDS WRAP and brush all over with MAZOLA Corn Oil. Bring up ends of foil, overlap them about 3" and press close over breast. Bring up sides, pressing close. Roast in very hot oven (450°) about as follows,

6- 9 lbs. . . .	2¼ to 2½ hours
10-13 lbs. . . .	2¾ to 3 hours
14-17 lbs. . . .	3 to 3¼ hours
18-21 lbs. . . .	3¼ to 3½ hours

leaving foil open last 20 minutes to brown.

Goodies for Giving—the
personal touch that tastes so
good...and means so much!

Wonderful cookies, candies, cakes and pies that sparkle all our holidays... it's time to make them again... a batch to give and a batch to keep. And the heart of their goodness is MAZOLA the pure golden corn oil, and KARO Syrup... the smoothest sweetener of them all. And there's REYNOLDS WRAP to help you all the way... from the making to the glittering gift itself!

To remove recipes,
gather pages together,
pull gently from binding!



Save these recipes... pull out gently

Dil...Karo Syrups *and* Reynolds Wrap Holiday Treats



Oh, it's fun to cook on any day
The KARO-MAZOLA-REYNOLDS way
So easy and so sure of praise
Let's all begin...these Holidays!

MAZOLA® CORN OIL

... the only leading oil pressed exclusively from the heart of golden corn... pure, fresh, light with a delicate flavor. MAZOLA makes all fried foods crispier outside, juicier inside and beautifully brown all over... makes flavorful salad dressings to suit *your* taste... measures and blends easily for better baking. MAZOLA is unsaturated, not hydrogenated... and contains *no* cholesterol.

KARO® SYRUPS

For over 50 years America's favorite. KARO makes wonderful candies, smooth creamy frostings... and such call-for-more cookies and cakes! On waffles and pancakes, everybody loves... KARO Blue Label, dark, delicious, hearty; KARO Waffle Syrup, rich and maple-y; KARO Red Label, crystal-clear, for cooking and pour on... all of them... So Good!

REYNOLDS WRAP

The original pure aluminum foil that keeps foods fresher, cooks foods better. Line your baking dishes and broiler pan with REYNOLDS WRAP... no more scouring! And scatter its gay sparkle throughout your holiday scene... table, gifts, mantel, tree!

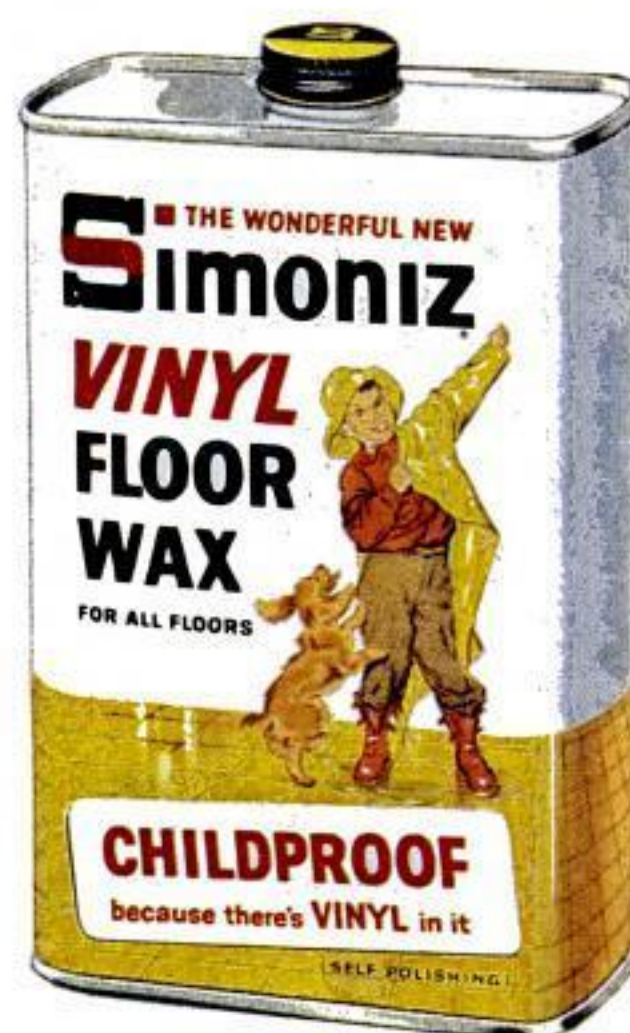
Good Grocery stores everywhere carry MAZOLA Corn Oil, KARO Syrups and REYNOLDS WRAP... and all the other things you'll need to make these happy holiday treats all through the year!





FOR ALL FLOORS—LINOLEUM, RUBBER, ASPHALT, VINYL TILE, FINISHED WOOD, TERRAZZO.

NEW
Simoniz Floor Wax...
childproof because
there's vinyl in it!



BRILLIANT VINYL—
 for the *brightest*
 floors ever.

TOUGH VINYL—
 for *childproof protection*
 against spills,
 splashes, scuffing.

DURABLE VINYL—
 for *longer-lasting*
 shine—even with
 frequent damp mopping.

**TRY NEW SIMONIZ®
 FLOOR WAX**— the only
 one with miracle vinyl!
 So easy to use—
 it polishes itself.

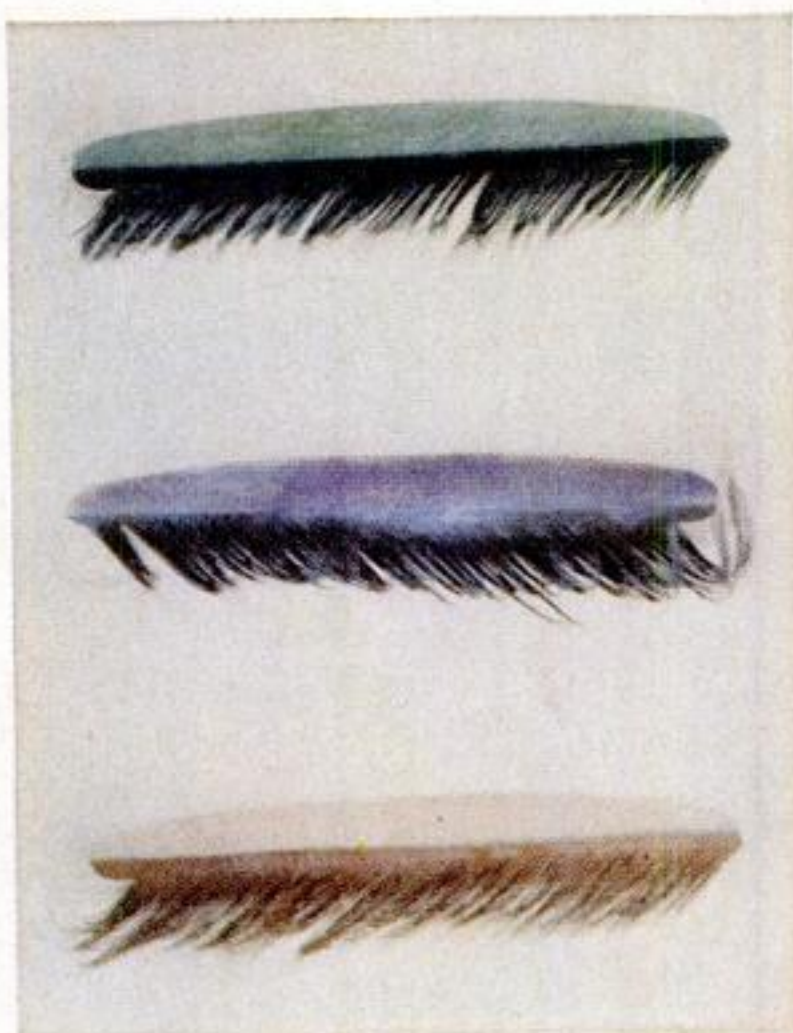
NOW IN THIS GAY NEW CONTAINER



SIMONIZ MAKES IT

FASHION

Fixed Up with False Lashes



NEW EYE TRICK USES EASILY PUT ON FAKES

In a year when a well-dressed woman's wardrobe may include a wig and a hair piece (LIFE, Oct. 20) false eyelashes are becoming a natural accessory. Until this year fake lashes had to be applied painstakingly with professional help and were confined largely to fashion models and actresses. Now inexpensive strips of luxuriant lashes (*above*) have appeared in U.S. department stores. Glued to the eyelids in just a few seconds, they can enhance a girl's eyes as shown by the difference between the unadorned eyes at right and those with false lashes at left.

These lashes come in a kit (Chimes, \$2) containing a right and left lash made of permanently curled, indestructible plastic attached to a transparent strip tinted to resemble eye shadow. They can be taken off nightly and washed in soap and water. A fast-growing fad with teen-agers and co-eds, false eye fringes are also finding their market among young matrons in search of a little additional glamor.

NEW Lady Sheaffer

'SKRIPSERT' FOUNTAIN PENS
AND MATCHING PENCILS



HANG FASHION ON HER CHRISTMAS TREE!

This is the very first Christmas you can give her this exciting *new* accessory! Jewel-crafted treasure...in nineteen fashion motifs. With fabric Purse Case... and matching Pouch for reserve *Skip* cartridges. Fountain Pens from \$10. Matching Fineline Pencils from \$4.95. Holiday gift-boxed, of course.

Fashioned by **SHEAFFER'S**
(PATENTS PENDING)

SEE "GIFT OF THE MAGI" ON SHEAFFER'S CHRISTMAS SHOWCASE—CBS-TV—DEC. 9

©1958 W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA

FALSE LASHES CONTINUED

TULSA TAKES UP THE FAD



ATTRACTING AN AUDIENCE, demonstrator in Vandevors store applies lashes to Mary Sheridan, secretary to mayor. So far 500 kits have been sold.



PUTTING ON EYELASHES at home, Mrs. Susan Dunn of Tulsa, Okla. is watched absorbedly by her three-year-old daughter Sheree (above). As soon as her mother finishes, Sheree grabs one of the lashes to try on herself. Unlike plastic versions, these are made of real hair (Elizabeth Arden, \$4.50).



New kind of filter does more than just filter!

THE TAREYTON RING

MARKS THE REAL THING!

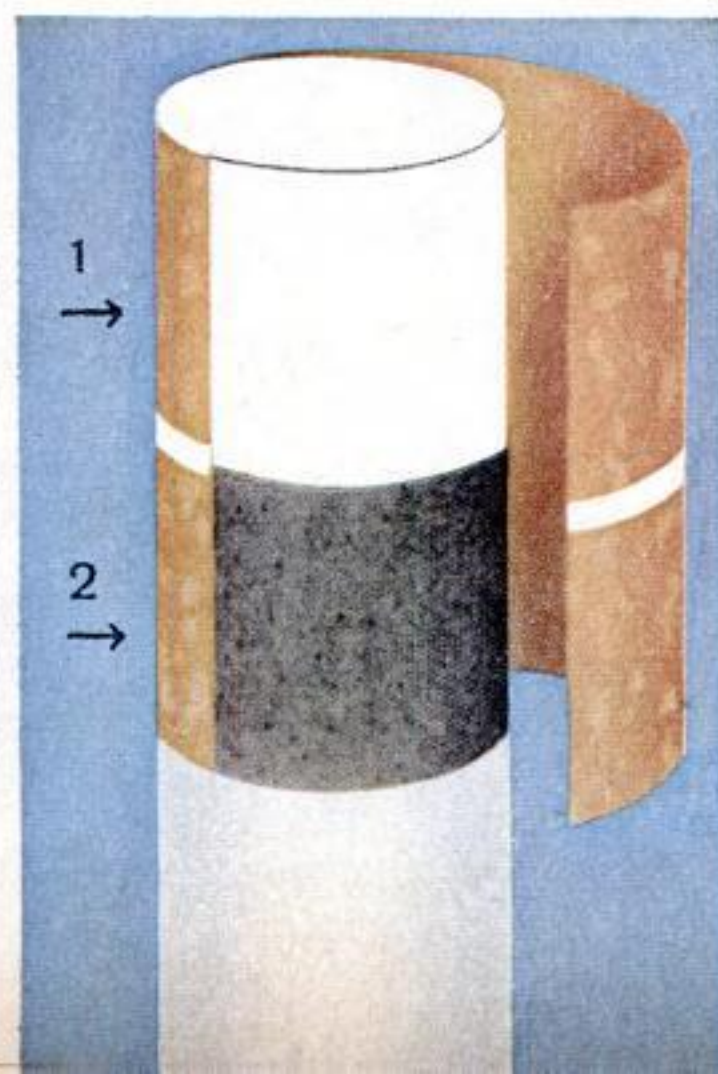


POPULAR FILTER PRICE

NEW DUAL FILTER *Tareyton*

THE TAREYTON DUAL FILTER filters as no single filter can, because...

1. It combines the efficient filtering action of a pure white outer filter...
2. with the additional filtering action of ACTIVATED CHARCOAL in a unique inner filter. The extraordinary purifying ability of Activated Charcoal is widely known to science. It has been definitely proved that it makes the smoke of a cigarette milder and smoother.

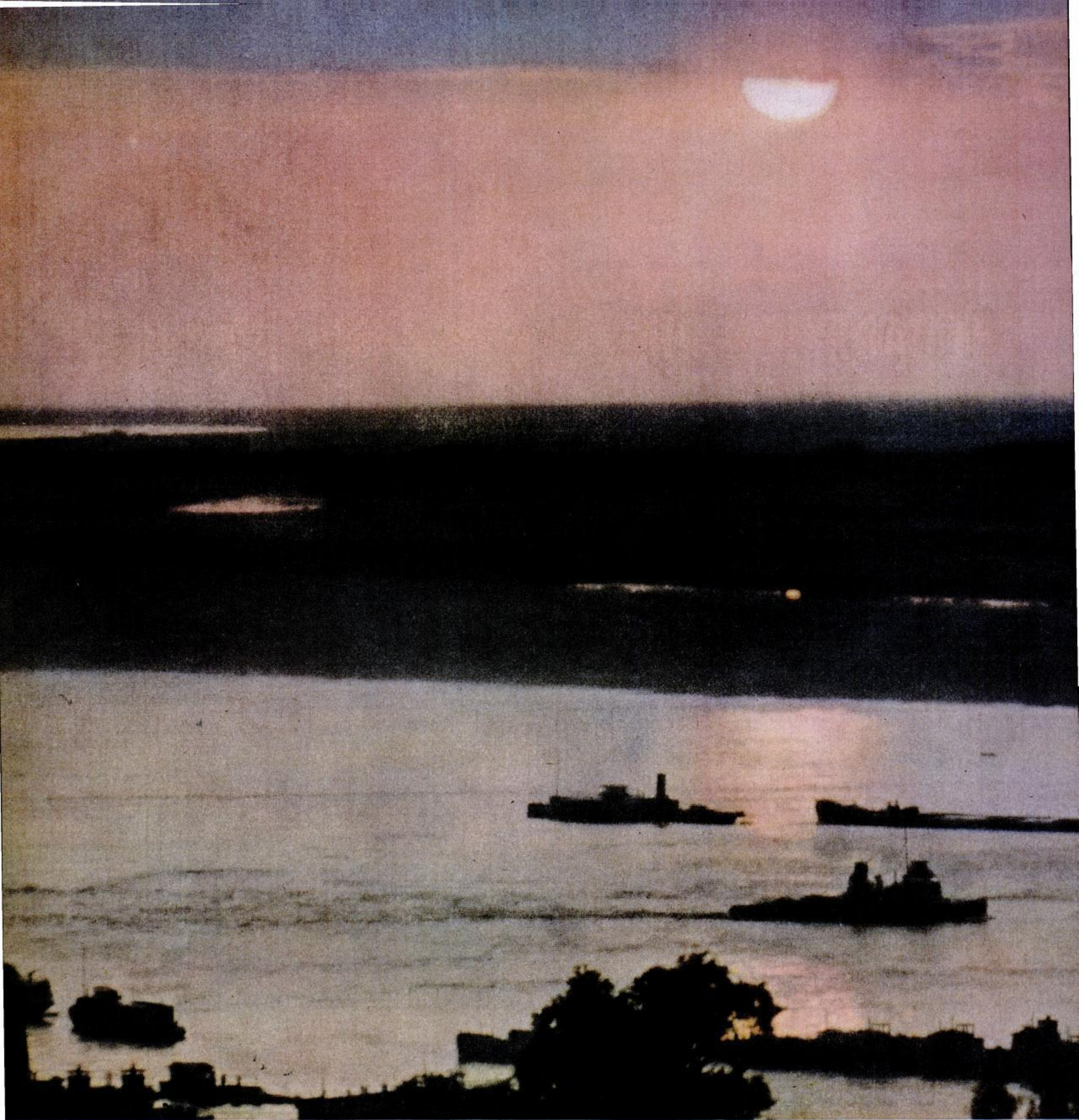


THE REAL THING IN MILDNESS

THE REAL THING IN FINE TOBACCO TASTE

Tareyton's *Dual Filter* does *more* than just give you high filtration! Its pure white *outer* filter and exclusive Activated Charcoal *inner* filter work together to bring out the *best* in fine tobacco taste... actually select and balance the flavor elements in the smoke—as never before possible. Ask for new *Dual Filter* Tareyton today—in the bright new pack!

Product of *The American Tobacco Company*—“Tobacco is our middle name” (©A. T. Co.)



AT SUNSET, THE VOLGA'S BROAD WATERS CARRY A TWO-WAY TRAFFIC OF LADEN CARGO BARGES TOWED BY TUGS. THIS PICTURE, MADE FROM HIGH WESTERN BANK

JOURNEY DOWN THE

From the glacial lakes lying in Kalinin Province, above Moscow, as the majestic waters flow, it is 2,290 miles to Astrakhan on the Caspian Sea, 92 feet below sea level. So, through the heart of Russia, runs the Volga, one of those great world rivers which have always exerted a compelling pull on the lives, fortunes and minds of men.

Herodotus knew of the Volga; so did Ptolemy; and so did Hitler. Men have always held the river in awe, none more so than its own sons. One of the most famous, Maxim Gorky, gave it voice: "noiselessly, solemnly and slowly flowed its waters, conscious of their invincible power."

Highway for traders, colonists and conquer-

ors, running by forest and steppe, the Volga has served men for centuries. Bulgars, Tatars and Slavs have used it, and its name, which means "clear," was given long ago by wandering Finns.

Recently, on a trip rarely possible for Westerners, LIFE Photographer Howard Sochurek became one of the myriad pilgrims who have

Photographed for LIFE by HOWARD SOCHUREK



TOWARD WATERY PLAIN OF EASTERN SIDE, IS AT GORKY, NAMED IN HONOR OF FAMOUS NATIVE SON

GREAT VOLGA

ridden the Volga. Boarding the boat *Krylov* in Moscow, he traversed a canal, then entered the river. Here Sochurek reveals the river and its people along its looping course. The map above right shows places Sochurek stopped. On the following pages his pictures are presented generally in the order he took them as he journeyed.

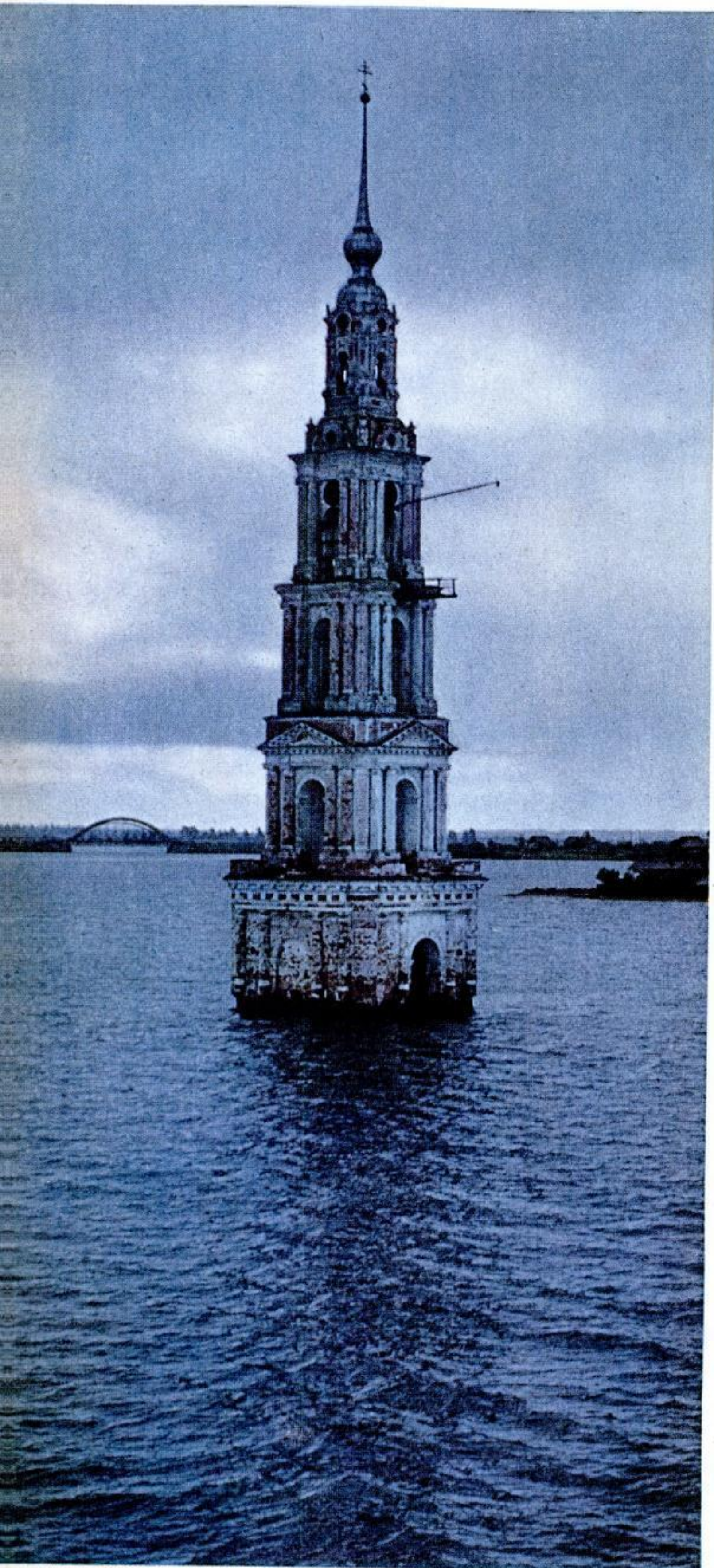
It is, in many ways, greatly changed from the Volga of legend. The busy chuffing of tugs now replaces the wail of 300,000 Volga boatmen who once bent their backs to the tow ropes of barges. Their lament was celebrated in one of the most famous Volga poems: "... that great Russian river, o'er whose waters, a groaning doth go."



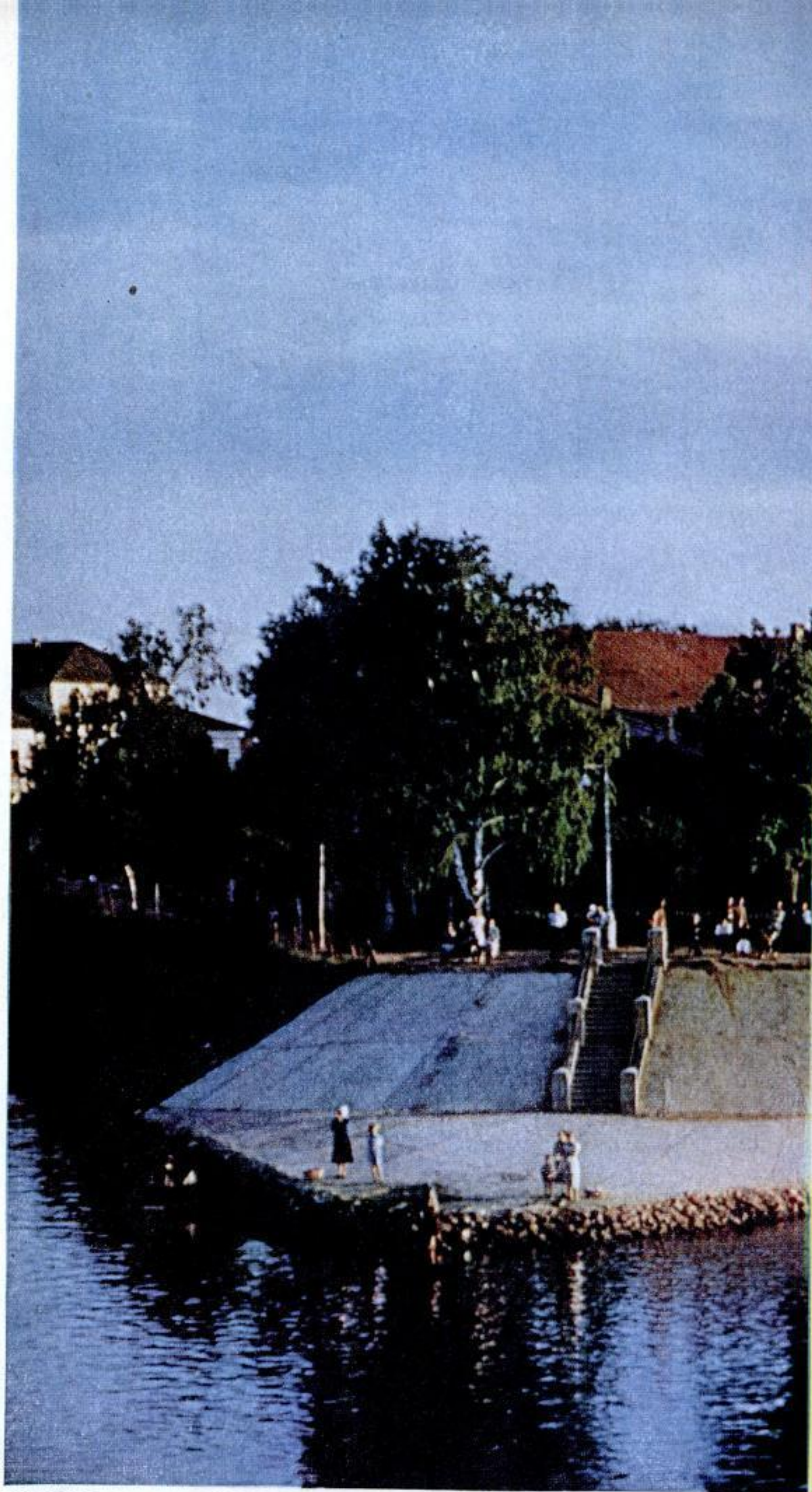
MOSCOW FAREWELL brings mother and child to wharfside to see relatives off as river vessel sails for nine-day voyage downriver to Caspian Sea.

CONTINUED

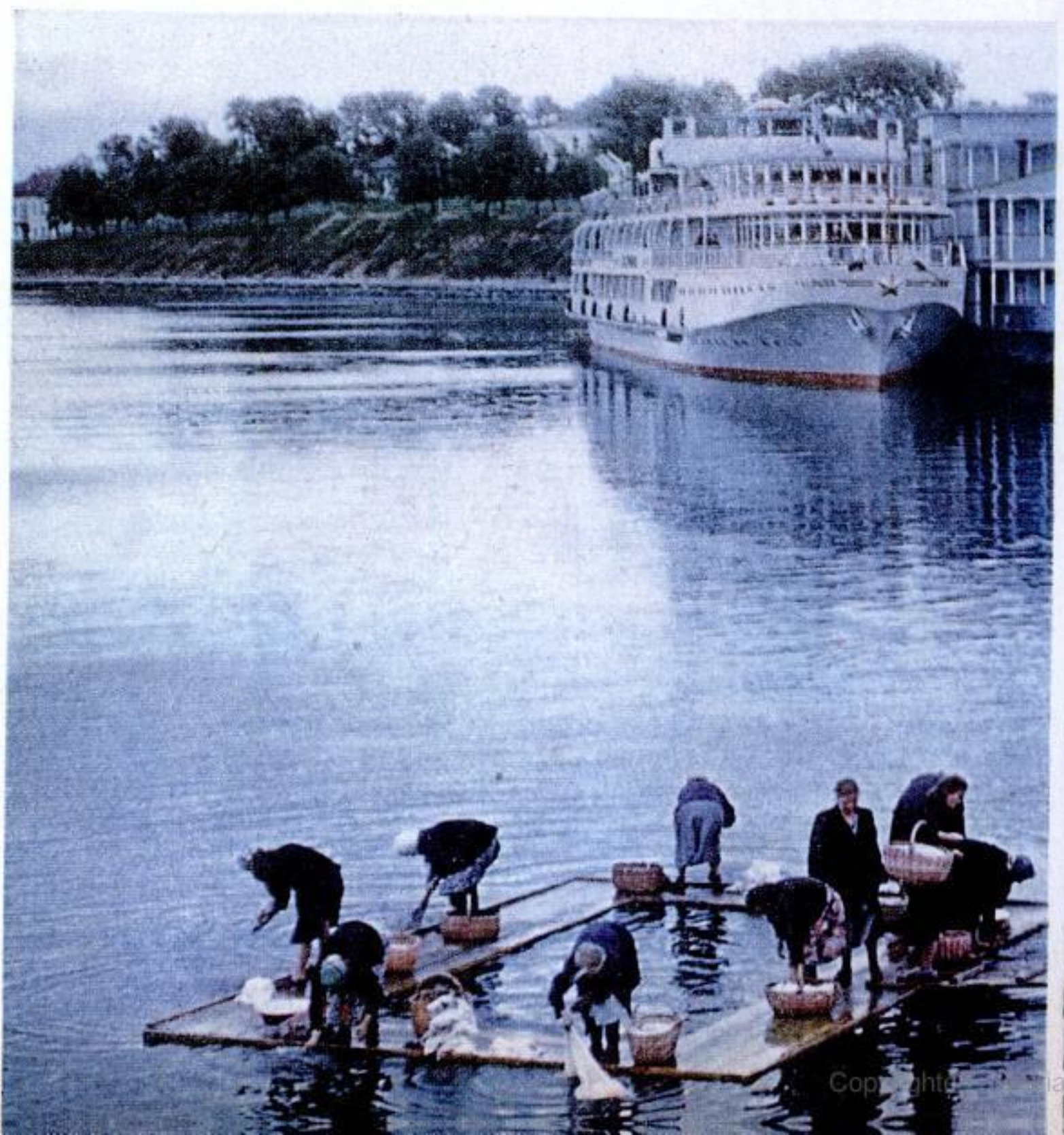
Landmark and legend below Moscow



SUNKEN CHURCH at Kalyazin, 132 miles downriver from Moscow, was flooded by dam built in 1941 at Uglich. Bell tower, all that was left showing when village was moved to escape rising water, serves as aid to navigation.

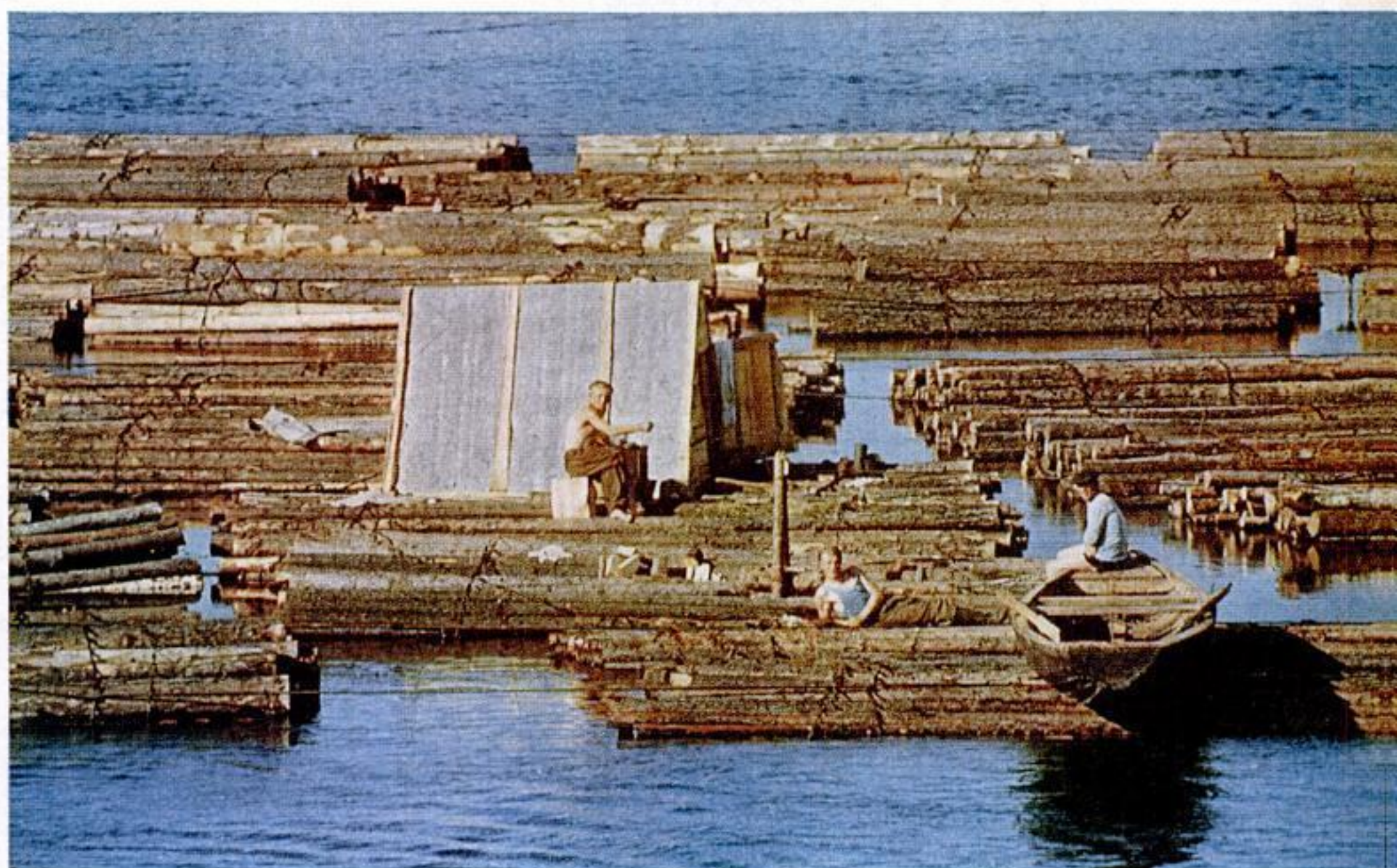


ANCIENT CHURCH, lifting its onion-shaped domes at Uglich, was named Church on Blood to recall murder in 1591 of Ivan the Terrible's son ordered by Boris Godunov. Villagers rang bell of earlier church there to try to warn victim.





WASHERWOMEN of Uglich (*below*) perch on raft to rinse laundry. Wake of vessels like the *Krylov* (*at dock*) sometimes spills them into Volga.



TIMBER IN TRANSIT still moves down the Volga as it has for centuries. Interconnected rafts of logs, such as these in the Rybinsk Sea, are

sometimes a quarter mile wide and half mile long. The raft men and their families live aboard in huts, their world bounded by the river and raft.

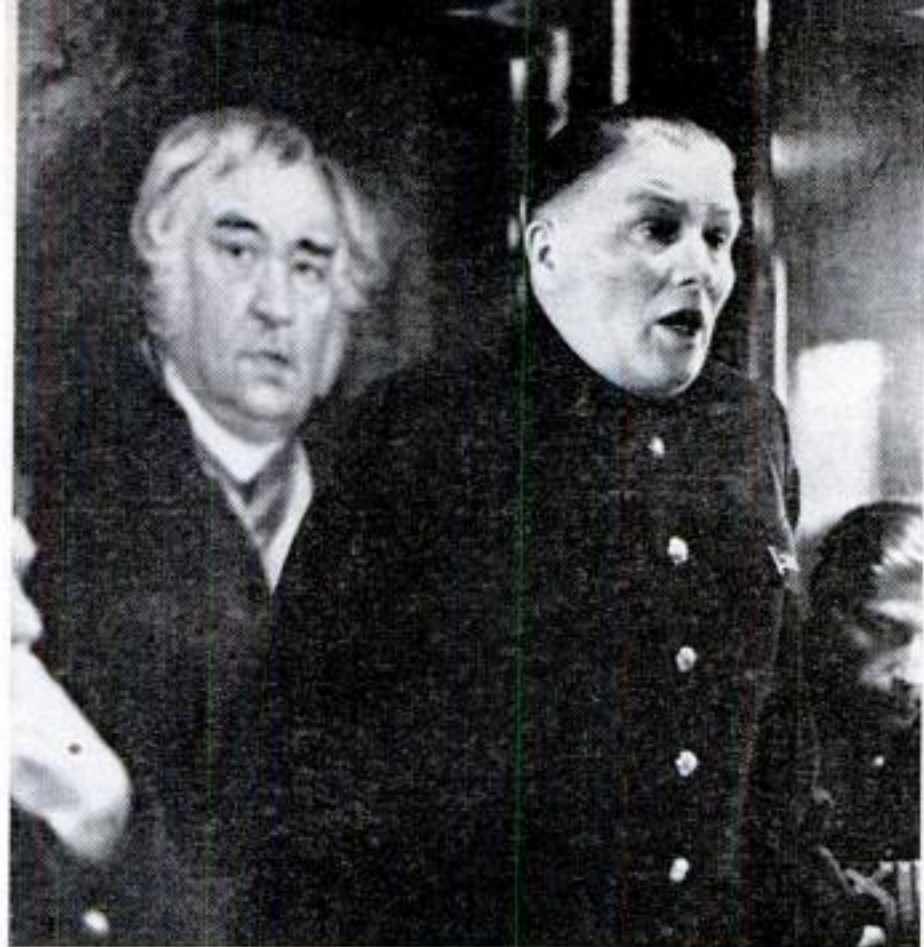
CONTINUED

Copyrighted material



SACRED RELIC, a wooden church built 600 years ago, stands in the grassy compound of Ipatiev monastery in Kostroma. The monastery, founded in 1330, was scene of Virgin's appearance to Zakharia Cheta, a renegade from

the infidel Golden Horde of Tatars, who became a Christian and founded Godunov family. Wooden barricade prevents sightseers like these small boys, one wearing naval cap bearing legend "Hero," from actually entering church.



"KRYLOV'S" CAPTAIN, Peter Andreyevich Palkin, talks to crew in front of picture of Ivan Krylov, 19th Century writer whose name boat bears.

A past etched upon today

The long shaping and reshaping of men's lives to that of the river was everywhere evident as the *Krylov* passed. An industrial city, grown from a village into a pulsing modern complex, bears the name of its 11th Century founder, the warrior and scholar Yaroslav the Wise. On the riverbanks at Kostroma stands one of the Volga's great landmarks, the Ipatev monastery. Surrendered now to the state, Ipatev serves only to house a state monuments commission and to furnish the setting for such historic reminders as the church opposite which was moved to escape the waters rising behind a new dam. Ipatev is heavy with memories. One of its greatest is that in 1613 Mikhail Fedorovich Romanov, sheltering here from Polish pursuers, received the envoys of Moscow's boyars and clergy. By their allegiance he became the first Romanov czar of Russia.



WATERFRONT SLUM, a huddle of weatherbeaten shacks in an old section of Yaroslavl city, is still used for homes by some of workers who have

flocked into this fast-growing industrial city. The modern plants here on an ancient site manufacture heavy-duty trucks, tires, paper and china.



KIDS ON THE LOOSE, squealingly happy, romp over and around the bandstand in the Volga-side park at Kostroma. These are first-graders and, like most children in Russia, belong to working mothers for whom they are being

kept busy and safe in state-supervised play. This program, called "city summer camp" and directed by paid teachers, includes for the older children both hobby projects and such tasks as caring for city's trees and flower gardens.

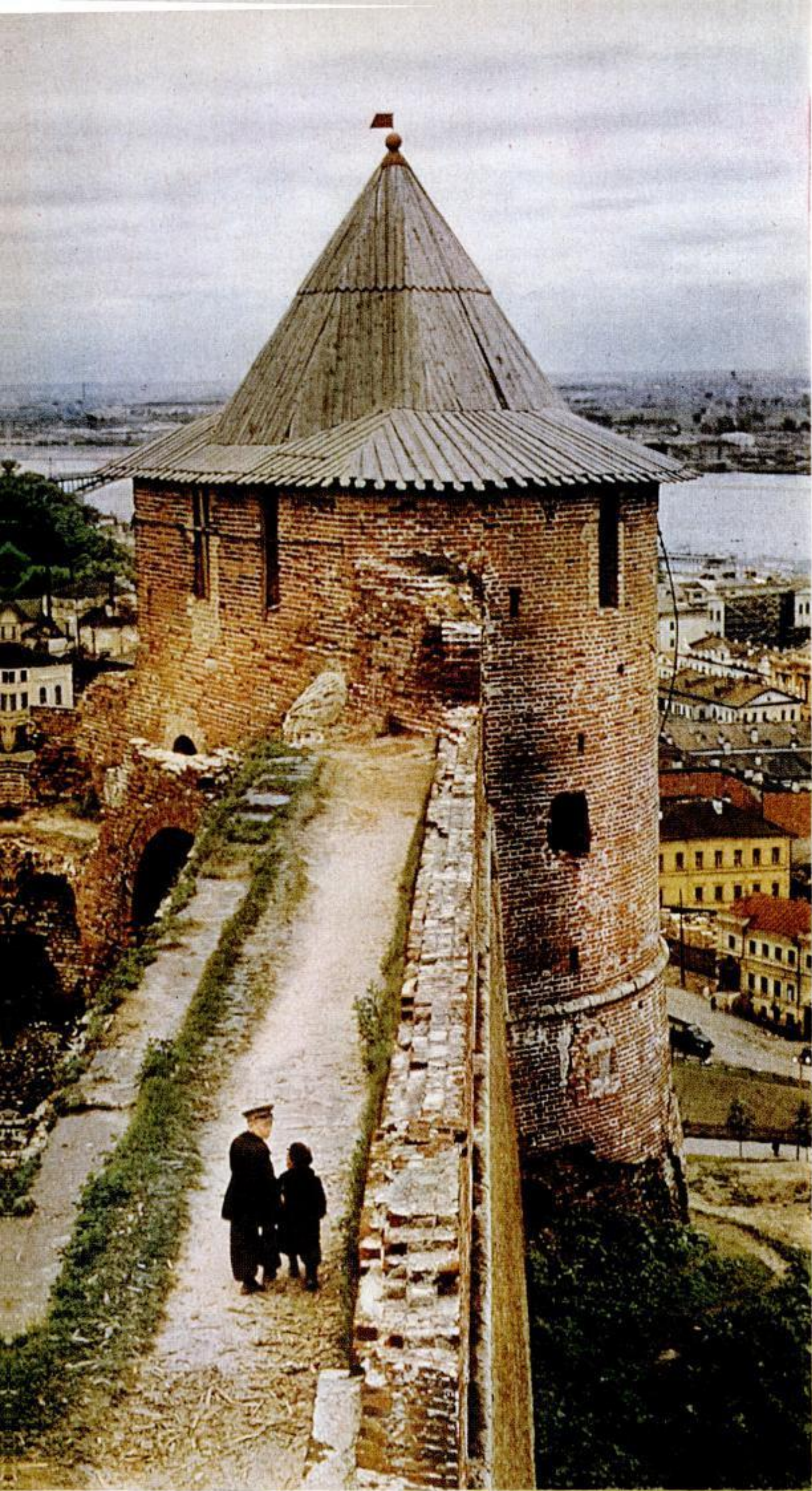




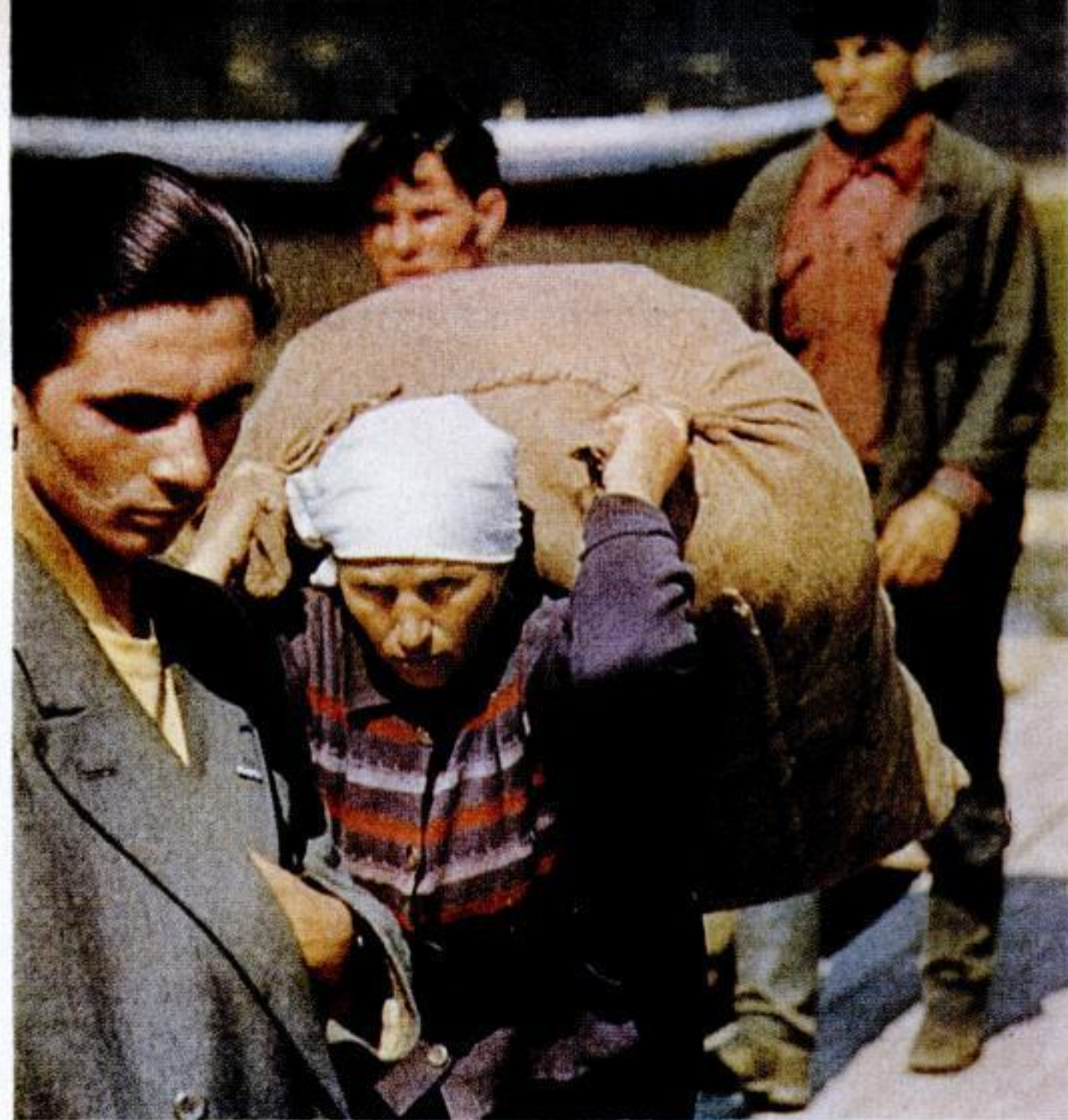
← **PLACE OF PEACE** is the slow-paced farm village of Ples. Once the famous basso, Fedor Chaliapin, made Ples his retreat. Now Soviet artists vacation here in a government resort amid nearly empty streets and abandoned churches.

FREE TRADER, a peasant woman from a collective farm, comes to sell her green onions at an open air stand in the "free market" of Kineshma. Russian farmers enjoy the right to rent and till small plots for their own purposes.

CONTINUED



ANCIENT SHOWPIECE, the 14th Century wall of Gorky, is visited by Russian children. This fortification, with its sheer walls and towers, is kept up by state as a historical monument. In Russian it is called a "kremlin," or fortress.



WORK-WORN WAYFARER, a peasant woman, marches up *Krylov's* gangplank at Kozmodemyansk bent under bag of wool. Like many of boat's fourth class passengers, she was going to a town to sell her produce in free market.

The busy river and burdened people

The *Krylov's* passengers, themselves divided into five classes from "lux" to fourth, saw the Volga's slowly passing scene as an animated panorama of modern Russia's many faces.

"Like the Soviet Union as a whole," reported Sochurek, "the Volga is a mixture of vivid contrasts. Along the river one sees both 14th Century and 20th Century Russia at the same time. On the one hand we meet modern diesel-powered luxury river boats like our own, and on the other prerevolutionary paddle wheelers. We pass ancient towns like Uglich and Kineshma where horse-drawn droschkies still meander along muddy unpaved streets and we see new industrial cities like Stalingrad which have been reconstructed from the ground up since the war. Here, at the same time, are well-dressed government officials and old women wearing bark shoes. For most people the life is very rugged. It is short on leisure and entertainment, but long on work and vodka."

NEW SHOWPIECE (below) is the golden band shell constructed by the government in a park on Gorky's bustling waterfront. This city, the hub of Russia's auto-manufacturing industry, furnishes much of the Volga's traffic.





TAMING THE RIVER, a woman labor gang, observed by sport-shirted male onlookers, and working mainly with shovels, repairs the crest of one of the dikes which protect the city of Kazan. Diking is necessary here because a

hydroelectric dam downstream at Kuibyshev has raised river's level. Heavy labor by women has long been common in U.S.S.R., but in recent statements Khrushchev has talked of taking women off jobs requiring hard manual labor.



COUNTRY HOUSING, the village of Vinnovka, shelters state farm workers who draw wages instead of sharing the crop. Behind the village rises an apple orchard belonging to the big farm. Each plain but solid house has its own

narrow garden plot which the occupants rent from the state and may use to grow whatever they wish for use or sale. The rotunda to left rear commemorates a visit of Lenin who was born in the nearby city of Ulyanovsk.

CONTINUED

Power maker, playground

In one of its many aspects the Volga is a Russian playground. In another it is a slow-moving but powerful worker in the service of man. In the second role the river has in recent years been undergoing a program of being reshaped. Man-made canals now give it access to four seas: White, Baltic, Azov, Black plus its own Caspian. Much of Russia's manufacturing has collected on the Volga: autos, precision machinery, ball bearings and, of course, the processing of the river's rich harvest of fish products, including its famous caviar.

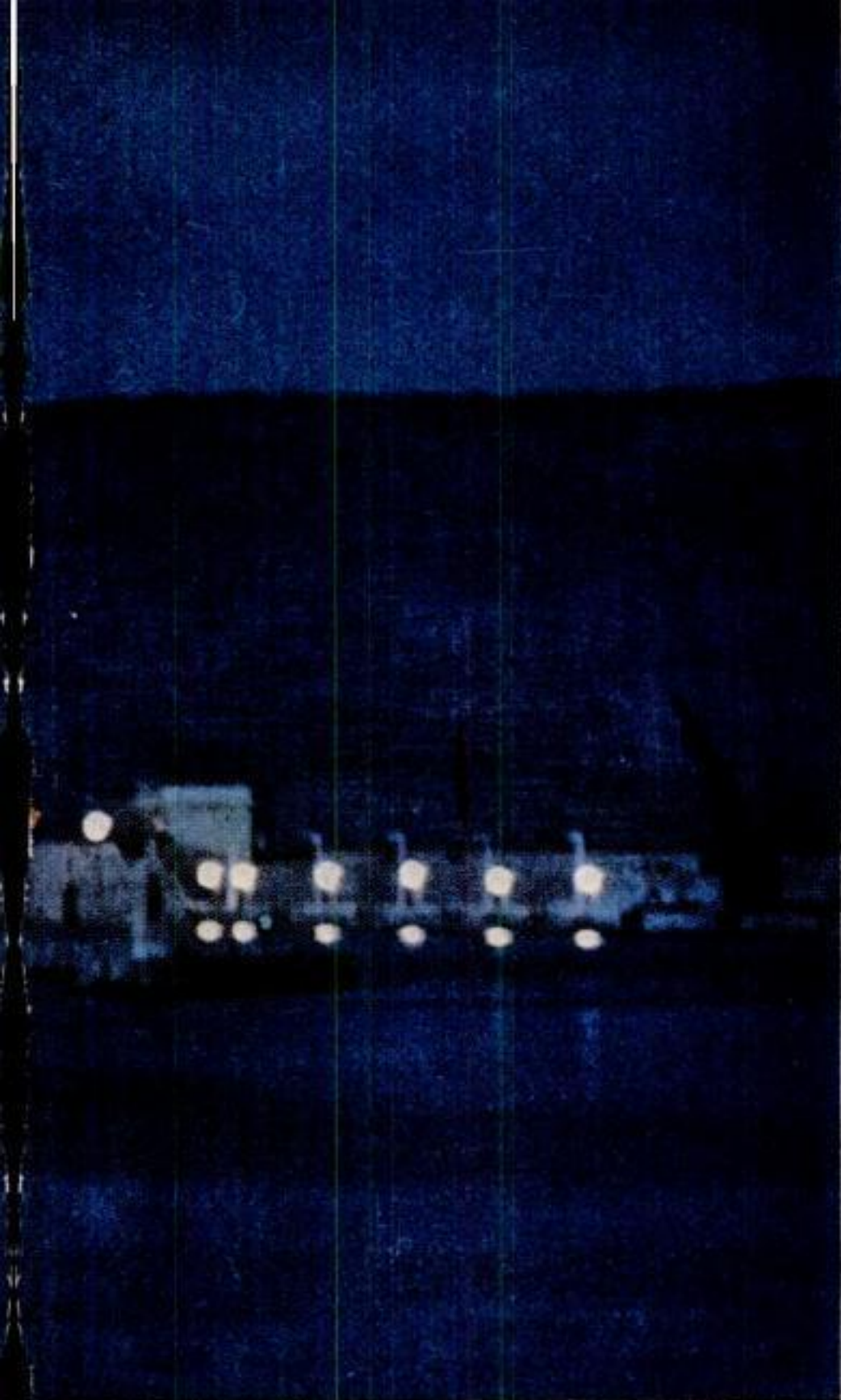
Perhaps the most spectacular alteration of the river has been to harness its power. This program, proudly inaugurated under Stalin, reached its peak with this year's dedication of the gigantic Kuibyshev hydroelectric station, the world's largest. Ironically, it was also an occasion for Premier Khrushchev to suggest that such monster projects were perhaps uneconomic since—even in a noncapitalistic country—they tied up too much capital too long.



BUSY NIGHTTIME (*above*) brings a floating crane, rearing shadowy and tall, to await passage between lighted gatehouses into Kuibyshev locks.

DEDICATION OF A DAM (*below*), attended by Khrushchev, brings throng into square alongside building which houses turbines for Kuibyshev





hydroelectric complex. Kuibyshev works, completed three years behind schedule, are rated at 2,300,000 kilowatts, 16% more than Grand Coulee.



FISHING FOR FUN, Kuibyshev families gather on the Volga's banks to cast their hand lines for bream and roach or, as with fishermen everywhere, simply to sit and watch. Rowboats moored nearby may be rented for rides upon the quiet river.

OGLING THE GIRLS engages a pair of Red army soldiers (center and left) on the beach at Kuibyshev. Two men at right, seemingly ignoring them, are military police who, soon after this picture was taken, arrested the soldiers as AWOL.



CONTINUED

Copyrighted material



KILLING TIME while lazing in sun on *Krylov's* deck, a group of passengers play an undemanding card game called *durak*. Game consists of beating one card with higher one in same suit. Winners can call loser a "durak," or fool.

VOLGA CONTINUED



LEANING ON THE RAIL occupies some pretty girls traveling first class on a business trip. They are employees of Moscow's Petroleum Institute and are being sent at government expense to summer training in a river port.



Lazy days, old taskmaster

Making their pleasant way down the Volga, the *Krylov's* company came to Stalingrad in the lower river. Here, on the scene of battles which racked the nation in both the civil war of 1918-1921 and in World War II, stands a forceful reminder of Communism's most imposing figure, a statue of Josef Stalin.

The statue stands at the entrance to the canal connecting the Volga to the Don and, like the canal, now stands in a confusing limbo somewhere between glory and disgrace. The canal, a project first attempted by Peter the Great, was completed at last in 1952. But there have been many official complaints that it is uneconomic. Stalin's statue shared the opprobrium heaped upon the dead dictator by Nikita Khrushchev, who has derided the "huge sums" Stalin spent for this self-glorification.



PUDDLE IDYL entrances youngsters from Moscow orphanage. On summer excursion on *Krylov*, they found the pond during stop at Kamenny Yar.



STALIN STATUE, 33 tons of copper, aroused the anger of Khrushchev, who said it was built when "people of this area had lived since war in huts."

CONTINUED



NATIONAL SHRINE, Square of the Fallen Fighters in Stalingrad, honors memory of 54 Bolsheviks who were hanged by White armies of Baron Wrangel in civil war. They lie buried here in a mass grave. Testimony to later heroes

are statue of Stalin, for whom city, originally called Tsaritsyn, was later re-named, and portraits of present members of presidium. At right is Khrushchev. The old woman walking through sacred square carries water for her home.

River's End in Fabled City of Astrakhan

From modern Stalingrad, garish in the newness of its postwar reconstruction, the Volga runs nearly straight toward its mouth and seemingly into an earlier century. It comes at last to Astrakhan, the delta port which joins the commerce of the river to that of the Caspian Sea.

In ancient times Astrakhan straddled the trade routes from Russia to Bukhara, Samarkand and Persia. Long before it became Russian, by act of Ivan the Terrible in the 16th Century, it served the Tatar khans. Once it stood about seven miles upstream, but was rebuilt on its present site after the Mongol Tamerlane razed the original city in 1395.

Today, from the Volga's vast upriver hinterland to Astrakhan's miles of wharves come great cargoes of timber, metals, grain and manufactured goods. Bound back upstream toward the cities of the interior come salt and fish and caviar from the landlocked sea, oil from the refineries of Baku.

But for all the surging importance of the shipping which is handled there, Astrakhan remains a provincial city, more old-fashioned in its ways than the newer cities upstream. Here life moves in more leisurely ways, conditioned in part by the oppressive heat but influenced, too, by a liking for traditional things out of the past (*following pages*). Thus the voyage down the great river, after cutting through the heart of a hard-driving and driven nation, ends in a sedate and peaceful place.



CHATTY WOMEN of Zamyany near Astrakhan pause to gossip. Carrying buckets, they go to the river for water, which is not piped to their village.

FLURRY OF PIGEONS, looking for anything eatable in market street, nearly hides shoppers going slowly on errands on hot Astrakhan afternoon.



CONTINUED

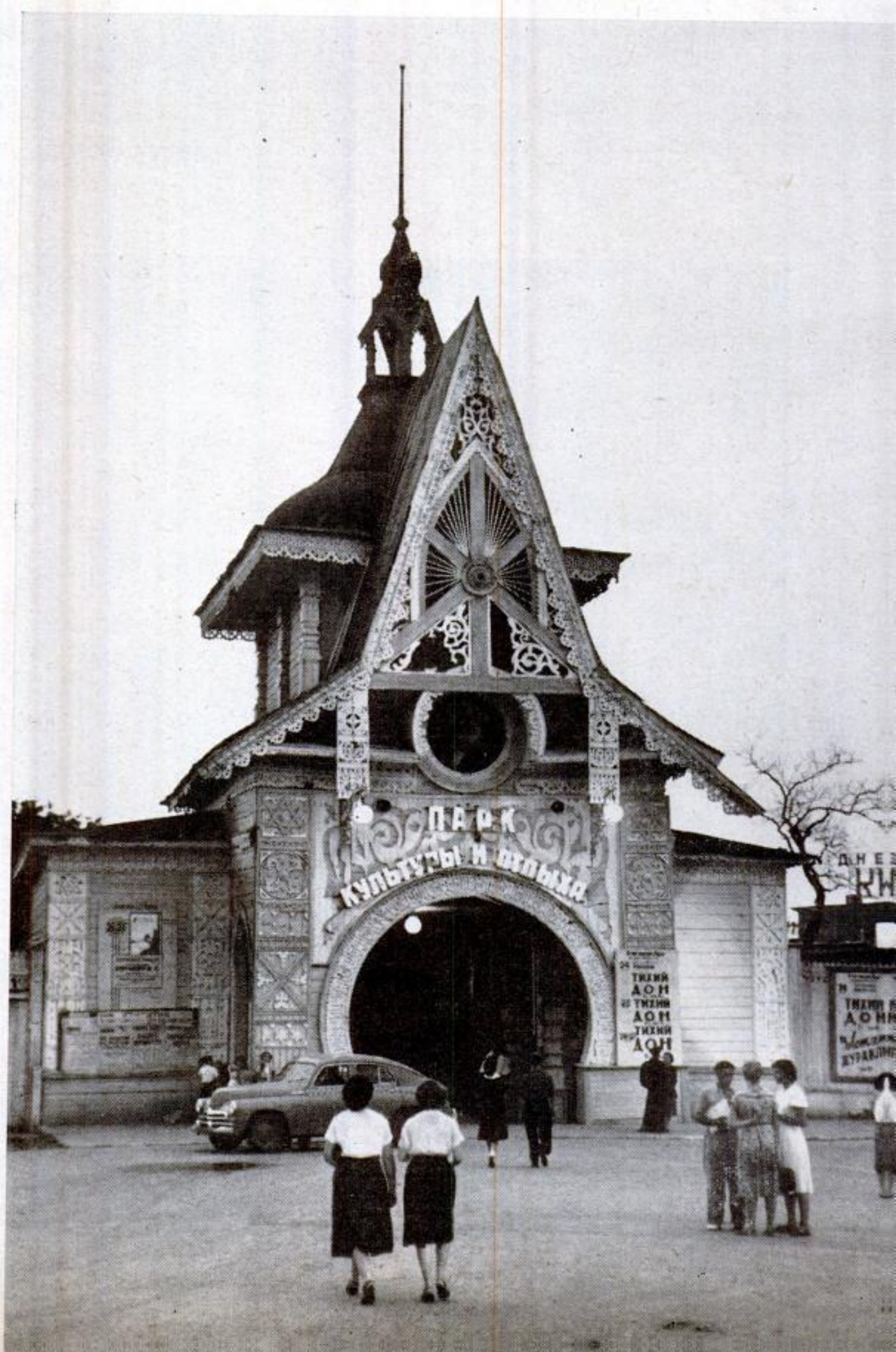


WAYFARING SHOPPER, one of the *Krylov's* passengers, buys fresh milk amid market women at a village stop. Such shopping excursions were common among the passengers who grew bored with heavy meals served in the ship's restaurant.



PENSIVE PASTIME, a game of chess, beguiles both the contestants and the kibitzers as they gather on the banks of the Volga to cool off at the end of a day in Astrakhan. For the Russians, chess is the nearly universal relaxation.

GAUDY GATEWAY in Astrakhan, built in 1904, once opened into an amusement park dedicated to relieving the tensions of tired businessmen. In these more serious and self-conscious times it is called the Park of Culture and Rest.





GINGERBREAD PALACE, centerpiece of Astrakhan's cultural park (*opposite page*), now bears imposing name of the Karl Marx Theater and houses such serious straw hat theater activities as performances of *Carmen*, *Faust* or

Swan Lake. In the park's younger, racier days as a cluster of nightclubs, taxi-dance halls and other diversions, this building was a gay music hall called Arcadia, the most ebullient conception of the park's imaginative Italian architect.

CONTINUED



All lighted up in the soft evening,
the Krylov rides moon's bright path



NOW ON PAN AM— DAILY SERVICE TO EUROPE BY JET CLIPPER

FASTEST TO LONDON AND PARIS



Only Pan Am offers you a choice of both deluxe and economy JET services. Fastest to Europe—with speeds up to 600 miles per hour. Economy class fares from New York: \$453⁶⁰ round trip to London, \$489⁶⁰ to Paris. No extra fare.

Pan American's Jet Clippers are the fastest transatlantic aircraft. You enjoy beautifully quiet, vibration-free comfort at speeds up to 600 mph—nearly 50% faster than propeller-driven aircraft! Call your Travel Agent or Pan Am. Coming: Jets to Latin America, the Pacific and 'round the world.

*Trade-Mark, Reg. U. S. Pat. Off.

FIRST ON THE ATLANTIC... FIRST ON THE PACIFIC... FIRST IN LATIN AMERICA... FIRST 'ROUND THE WORLD



The Boeing 707 Jet Clipper* is the most thoroughly flight-tested aircraft ever to enter commercial service... larger, more powerful than any other Jet in service today.

world's most experienced airline,
carries almost as many people to Europe
as the next 2 airlines combined



HOME AT NIGHT AFTER A MASQUERADE PARTY, HUME CRONYN IN "THE MAN IN THE DOG SUIT" ENJOYS A HAPPY ROMP WITH HIS WIFE, JESSICA TANDY

Funnybone Season on Broadway

THE THEATERS LIGHT UP WITH A BUNCH OF BRIGHT NEW COMEDIES

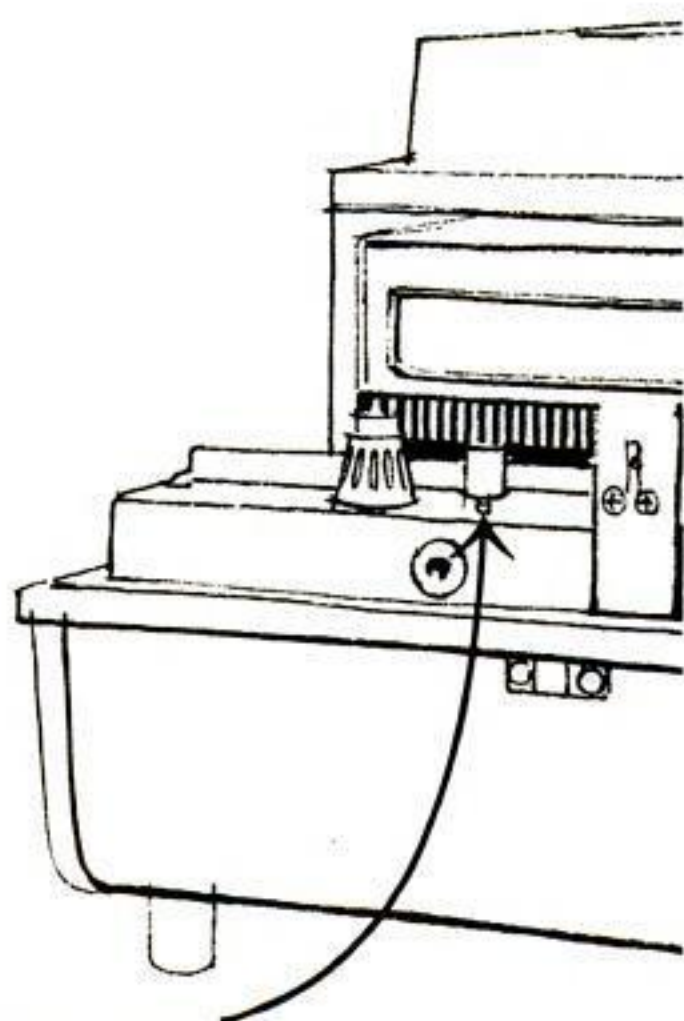
Like the lady above who is having her foot tickled, playgoers up and down Broadway are having their funnybones tickled by a spurt of comedies. Not in years has a season started with so many shows bidding openly for laughter—a reaction, apparently, against too many Broadway plays about family problems and teen-age torments.

The six comedies shown on these pages are not all pure gems of humor, but they all have some funny performers and some hilarious scenes. Surprisingly they all stick close to one theme: man's rebellion against dull

conformity. The rebels range from a college teacher who forsakes her cloistered campus to rejoin her eccentric husband to a pair of spinsters who lock themselves up in a hotel suite as a protest against U.S. politics. The oddest rebellion occurs in *The Man in the Dog Suit* (above), written by Albert Beich and William Wright. Its hero, a shy bank teller, every so often gets a wild urge to dress up in a dog suit. After he has outraged his boss and scandalized his community, he frees himself of dull job and dull friends and finds that a dog's life can be a lovely one.

CONTINUED

PUSH THIS BUTTON ONCE...



then go sit in the audience

One touch is all that's needed to put this 500-watt Argus Electromatic through its talented paces. One touch, and you can forget about fussing, fiddling and focusing forever!

This is a *truly* automatic slide projector. Simply set a timer dial for the length of time you want each slide to appear on the screen, then sit back with your hands folded.

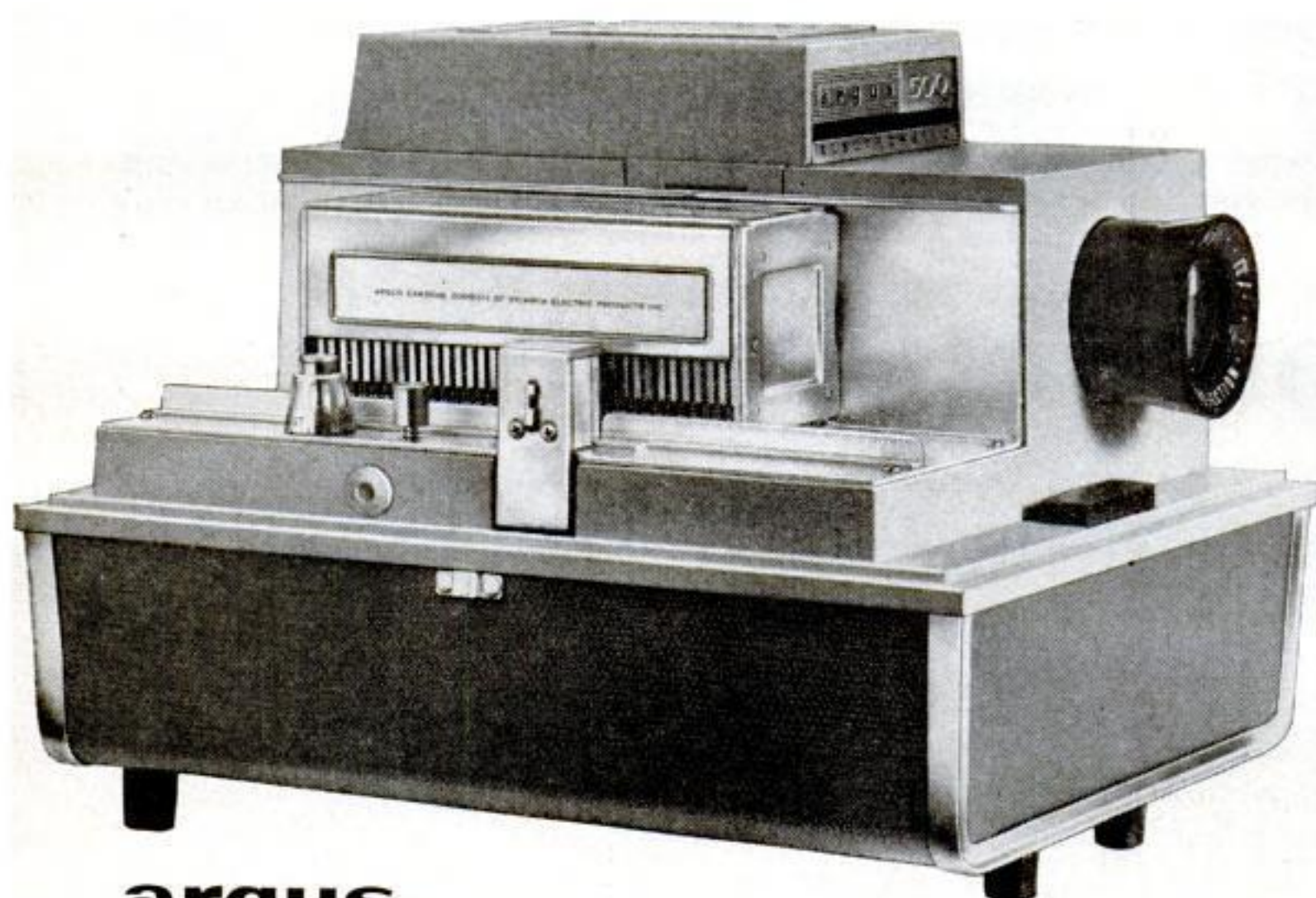
Of course, if you want to run the show yourself, we've provided a push-button control on the projector and one on a remote control cord for just such occasions.

No focusing, though, after you've done it once! Each of your slides is gently pre-conditioned so it appears sharp . . . stays sharp all the time you're looking at it.

What about price? Fear not . . . this is a typical Argus value. \$99.95 buys it with handsome scuff-proof carrying case at any Argus dealer's. And most of them will let you take one home for as little as \$10 down!

Bet yours is one who will!

argus electromatic



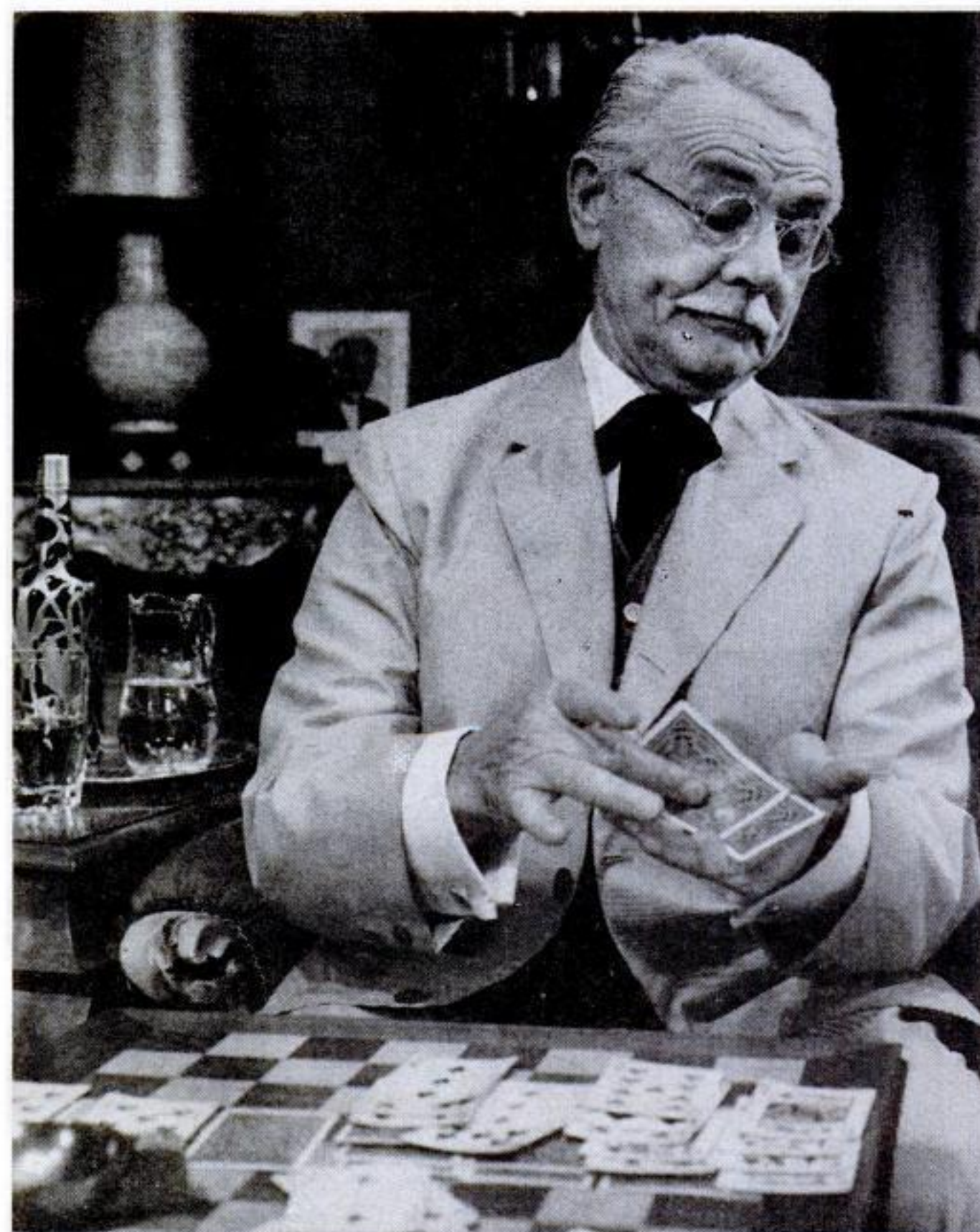
argus®

ANOTHER FINE SYLVANIA PRODUCT • Argus Cameras, Ann Arbor, Michigan, Division of Sylvania Electric Products, Inc.

FUNNYBONE SEASON CONTINUED



PLAYBOY (CYRIL RITCHARD) CHARMS HIS DAUGHTER (DOLORES HART)



PHILOSOPHIC GRANDFATHER IS PLAYED BY VETERAN CHARLIE RUGGLES

THE PLEASURE OF HIS COMPANY

Best of the season's comedies, *Pleasure of His Company*, is the kind of play seldom seen on Broadway any more: a witty and polished drawing room comedy. Written by Samuel Taylor with the help of Cornelia Otis Skinner, who also acts in it, the play tells how a young girl falls for her father's winning ways. But like her mother, who divorced him, she realizes his company will be pleasurable only for a while.

CONTINUED



It saves you gasoline while it stops the major cause of engine wear

New thermostatic motor oil adjusts automatically to all engine temperatures.

Shell X-100 Motor Oil Premium:

1. Saves gasoline wasted in pushing thick, heavy oils around in cold starts and during warm-up.
2. Stops acid action, major cause of engine wear.
3. Saves your engine—does not thin out dangerously when your engine is hot.
4. Eliminates the need for special "winter" oils.

All these features are unequalled in any conventional motor oil.

IT'S A 50-50 CHANCE THAT YOU NEED AN OIL CHANGE TODAY

Analysis of motor oil from over 15,000 cars shows 54% of all cars are using motor oil that has become contaminated by engine acids and abrasives. Play safe—see your Shell Dealer today.



It's 3 Motor Oils in 1



He gave something rare and beautiful to us all...

GEORGE GERSHWIN was just another kid from the lower East Side who liked roller skating and stickball. Then one day the Gershwins got a piano, and George found out that music was the most important thing in the world.

George taught that piano to laugh and sing. He'd sit there at the keyboard, and all the wonderful feelings inside him would come pouring out through his fingertips—and become sounds.

And the sounds became songs.

They were written in a new language all his own that was one part jazz and two parts sheer inspiration. One of them, "Swanee," made him famous overnight. After that came a flood of the sunniest, freshest-sounding, most hummable scores that Broadway ever stood up and cheered. *Oh Kay*, *Funny Face*, *Girl Crazy*, *Of Thee I Sing*—it seemed as though George Gershwin couldn't write a flop if he had to.

But Broadway was only halfway there. George moved right into Carnegie Hall with pieces like *Rhapsody in Blue* and *An American in Paris*. And today, the whole world has taken to its heart the opera he wrote about a poor, crippled beggar named Porgy and his girl named Bess.

George never got so highbrow that his old friends couldn't recognize him in every measure he wrote. Whether it was a ballad or a concerto or an opera, he always talked to us in a way we could understand.

Listen to him. You feel the heartbeat of a nation in his rhythm. You hear the songs of its peoples in his melodies. Listen, and you hear the story of an American boy from a tenement who gave something rare and beautiful to us all. He had rhythm, he had music... who could ask for anything more?

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



Freedom to succeed...

There is a story all of us love that has a distinctly American plot. I mean the "success story"—the heart-warming story of how, in this land, men rise to greatness from even the humblest beginnings. Again and again, the great Americans you read about in our famous series of advertisements have shown what things are possible when men are free, and opportunity is without limit.

I need hardly point out the important part that life insurance plays in helping a young man live this American story. The decision to purchase life insurance is one of the wisest he can make. For by giving his family freedom from want and from worry, he gives himself the freedom to seize opportunity when it presents itself. Life insurance is a wonderful way to safeguard opportunity, and to increase it for one's children.

When you consider life insurance, I hope you will let one of our John Hancock agents talk with you. He is highly trained, experienced, and able to offer you the most modern types of life insurance contracts.

BYRON K. ELLIOTT
President

★ ★ ★

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



SPINSTERS SNARE A MAN (KING DONOVAN) IN THEIR HOTEL ROOM NET

THE GIRLS IN 509

Howard Teichmann's zany comedy tells of a dowager (Peggy Wood) who was so outraged by F. D. Roosevelt's election that she barricaded herself in a hotel with her niece (Imogene Coca). After living in happy isolation for 25 years, trapping intruders in an elaborate contraption (above) and taking mail-order courses in plumbing and welding, the spinsters emerge to find Republicans just as distasteful as Democrats.

CONTINUED

Coldene® catches your cold in any of its 5 stages*

and relieves these symptoms:

SNEEZING,
STUFFY NOSE

SORE
THROAT

COUGHING

TIGHT
CHEST

MUSCULAR
ACHES

The common cold is not a single ailment and its *stages progress in no certain order. A cold attacks various parts of your system, bringing a variety of miseries to different parts of your body.

Coldene combines in one medicine quick-acting ingredients known to provide relief at your cold's several stages. Coldene acts faster because it's a liquid. Brings feelable relief before a tablet can be digested. Most powerful cold medicine you can buy without a prescription.



coldene®

feelable relief in minutes

Copr. 1958 by Pharma-Craft Corp.
coldene is a reg. trademark of Pharma-Craft Corp.

In Fine Whiskey
FLEISCHMANN'S
IS THE BUY



90 PROOF is WHY!

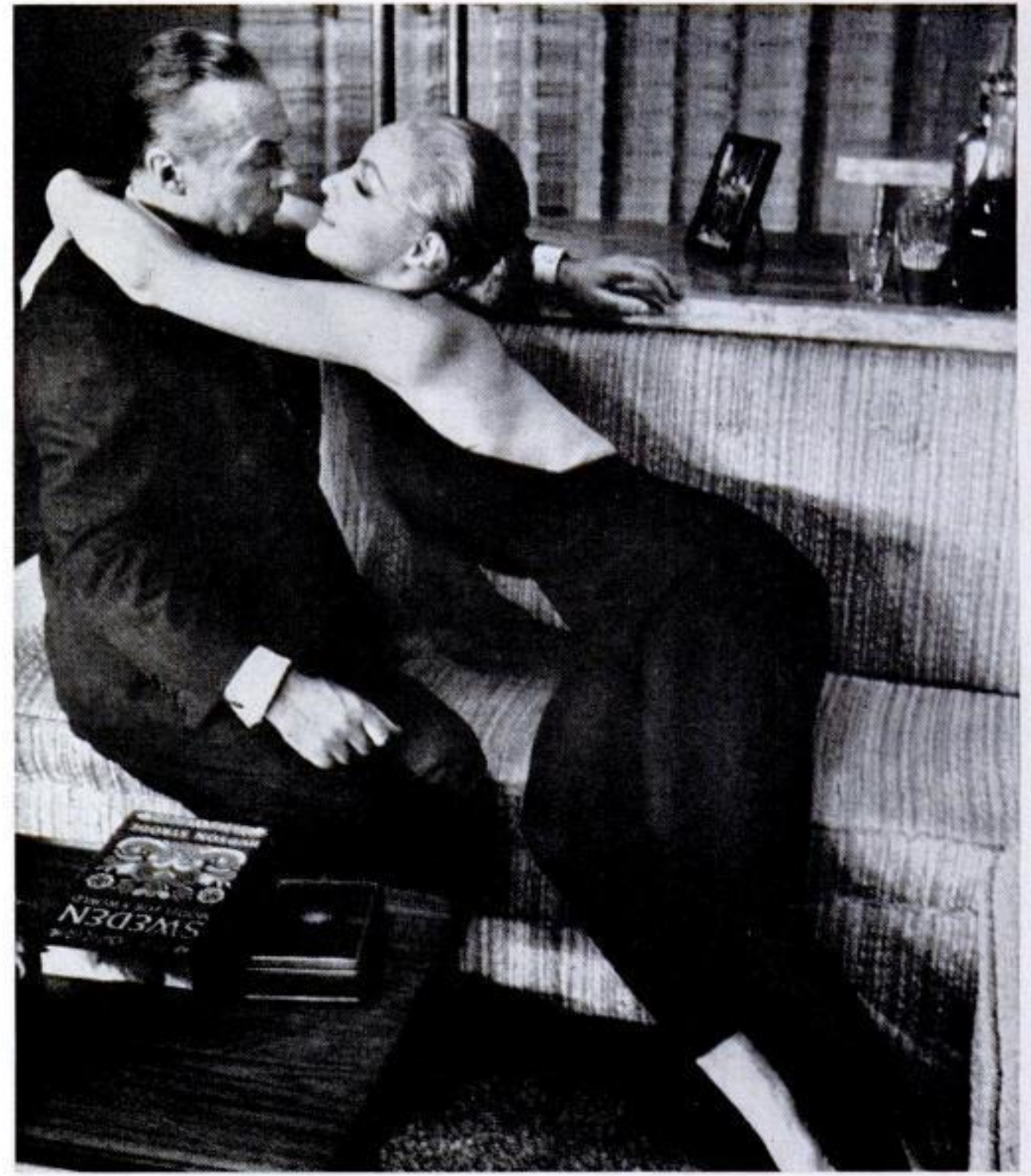
Most blended whiskies today are no more than 86 Proof. But Fleischmann's is a full 90 Proof! This is why you get more flavor—more enjoyment—more satisfaction in every drink.

Even more—Fleischmann's sur-

prising mildness and exceptional smoothness tell you that you're getting the highest quality in every bottle. Top this off with Fleischmann's rare value, and you'll agree that Fleischmann's is America's outstanding whiskey buy today!

BLENDED WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS
 THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK CITY

FUNNYBONE SEASON CONTINUED



EAGER SIREN (JULIE NEWMAR) ASSAULTS PROFESSOR (CHARLES BOYER)



WIFE (CLAUDETTE COLBERT) LIGHTS MATCH ON STATUE OF HER RIVAL

THE MARRIAGE-GO-ROUND

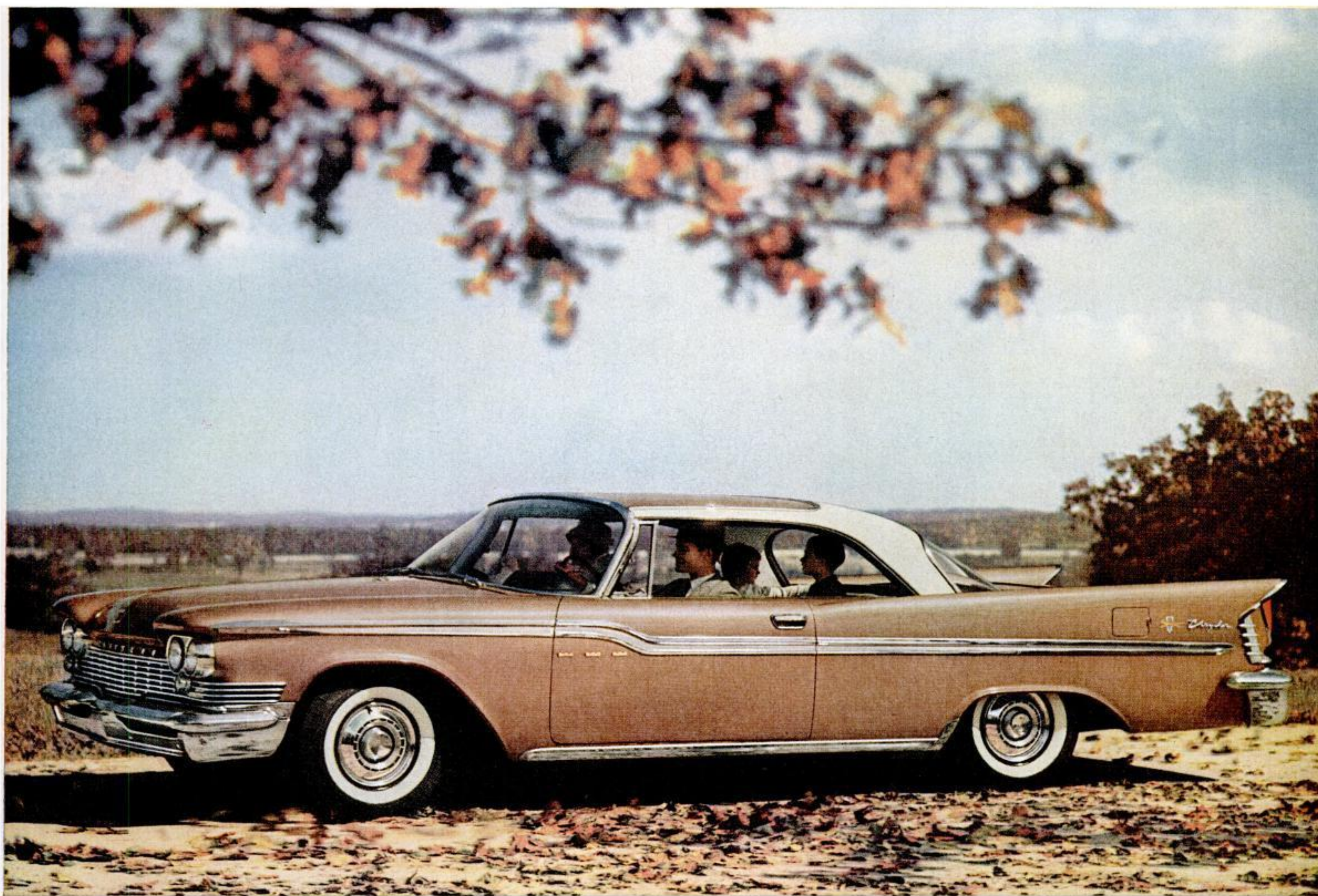
Elegantly acted by Charles Boyer and Claudette Colbert, Leslie Stevens' smash-hit comedy is a gilt-edged compendium of sex jokes. A Swedish girl becomes the guest of an American couple, both professors. As she goes after her host, the play goes into a lively examination of such basic problems of marriage as female jealousy, male rights and a man's simple-minded belief he can hoodwink his wife.

CONTINUED



NEW CHRYSLER '59

... the lion-hearted car that's every inch a new adventure



In the style that set the standard for an industry: Chrysler Windsor 2-Door Hardtop in Lustre-Bond Fiesta Copper and Ivory White

Get close to the new Chrysler '59 . . . as bright and clean as a crisp fall day.

Size up the majesty of its new grille . . . the beauty of its new channeled roof . . . the bold sweep of its strong steel lines. Here's new styling that knows no season.

Now discover that Chrysler '59 excitement is more than skin deep. Let the newly available Swivel Seat ease you smoothly inside. Stretch out in new dimensions of leg-room, head-room and hip-room. Feel the rich and rugged smoothness of Chrysler's dramatic new fabrics.

Let yourself go! Turn the key, push a button and lead this Chrysler to a highway. Measure the quiet might of its all-new Golden Lion engine. A lighter, more efficient engine designed to give you better performance at the speeds you drive the most. It eats up the miles, eases up on gas.

Thrill to the way TorqueFlite transmission puts your every command into instant action. Feel how effortlessly Chrysler's optional True-Level Torsion-Aire Ride calms the roughest roads.

Set Auto-Pilot, the Chrysler extra that warns when you go too fast . . . holds your speed . . . lets

you cruise with your foot off the accelerator. Then listen to the only sound that breaks the stillness . . . the gentle whisper of your wheels knifing through new-fallen leaves.

Some fall day soon when you're feeling adventurous, match your mood with a drive in the new lion-hearted Chrysler '59. There are 15 new models to choose from . . . in a wide price range.

**LION-HEARTED
CHRYSLER '59**

*Enter
21st
century
sewing!*

NECCHI
SUPERNOVA
ULTRA
*newest, most
beautiful, most
automatic of
all sewing
machines!*



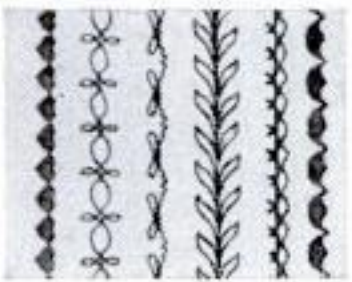
IT'S
THE
GIFT
OF A
LIFETIME
NECCHI



ULTRA SUPERNOVA
makes sewing so Ultra-easy!

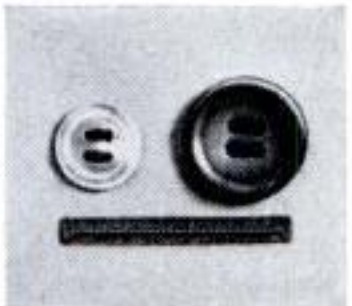
ULTRA

Automatic decorative stitches. No machine can duplicate all of these stitches...almost 200,000 different and exclusive designs!



ULTRA

Automatic buttonholes. Instantly, in one continuous operation. No turning the fabric around, as on other machines. And it automatically sews on buttons.



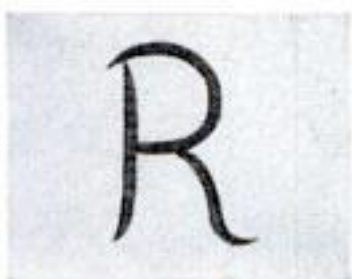
ULTRA

Automatic darning and mending. Weaves rips and tears like new. You don't have to move the fabric back and forth as on other machines.



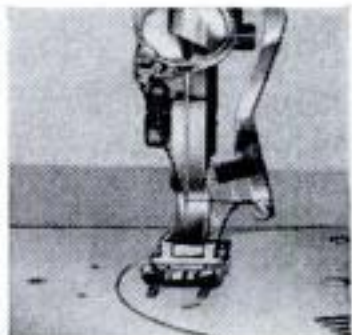
ULTRA

Automatic tapering that allows beautiful monograms with ease and precision. Ideal for personalizing every item in your wardrobe and home.



ULTRA

NEW built-in automatic threader with magnifying glass. A swift motion threads the needle. Plus NEW automatic needle changer. You just press button, insert needle. No tools needed.



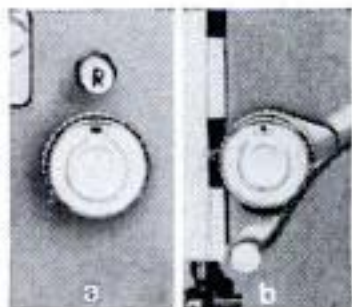
ULTRA

NEW marked needle plate. Each basic stitch design is clearly shown. Touch button to release plate to desired position. Satin finish, no more glare.



ULTRA

NEW satin stitch range finder (A). Ends tedious searching for right position. TENSION Knob with red dot (B) gives proper tension setting for every type of fabric.



ULTRA

Lift-O-Matic Cabinet! ULTRA easy to open! Like magic it lifts your Necchi into sewing position...ready to sew automatically in a jiffy!



ULTRA

beautiful color schemes...3 to choose from: Green and Ivory, Grey and Ivory, Pink and Ivory.

See how wonderful...how automatic...21st century sewing is! Try the Necchi Supernova Ultra at your nearest Necchi-Elna Sewing Circle. It's yours for as little as \$2.00 a week. Other machines as low as \$59.00. Big allowance for your old machine!

Nationwide service through 2500 dealers. Parts always available. See Yellow Pages for your nearest dealer. Send for the new Necchi-Elna Dressmaker Dictionary. (Please enclose 10¢ to cover handling.) Write to Department DB11, Necchi Sewing Machine Sales Corporation, 164 West 25th Street, New York 1, New York.



FUNNYBONE SEASON CONTINUED



CARRIED BY A FRIEND (WALTER MATTHAU), WIFE REJOINS HER HUSBAND

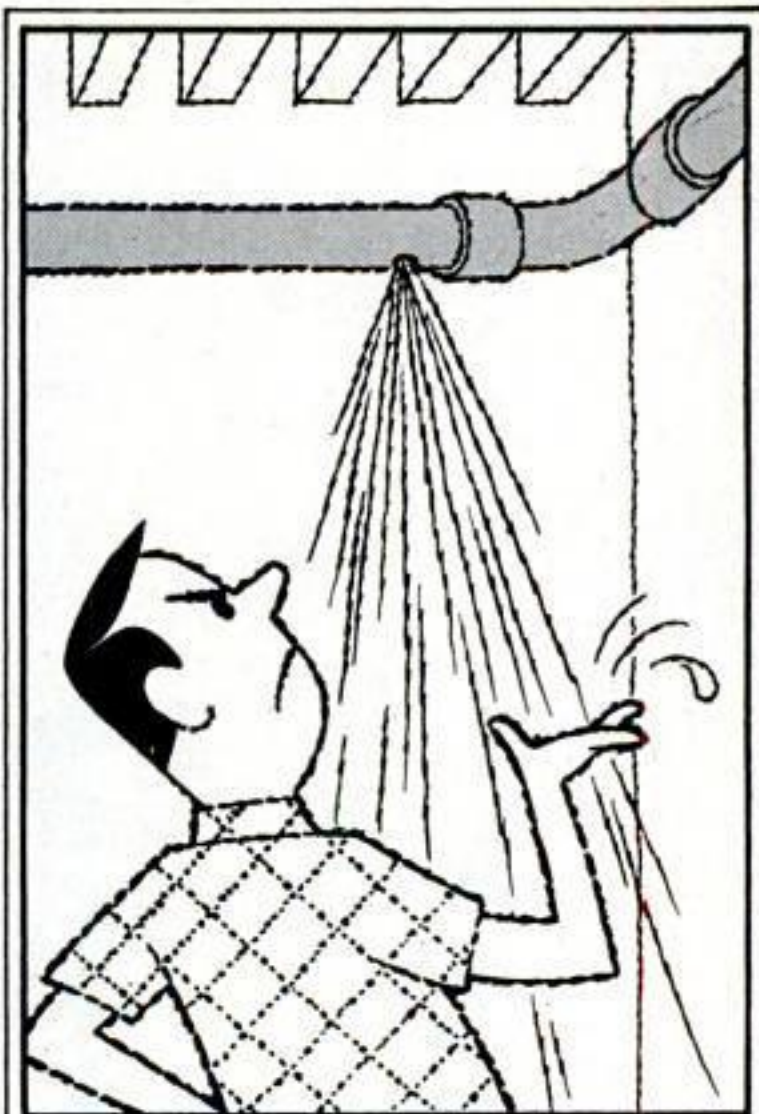


READY TO RETIRE WITH HER HUSBAND, WIFE IS CONFRONTED BY SUITOR

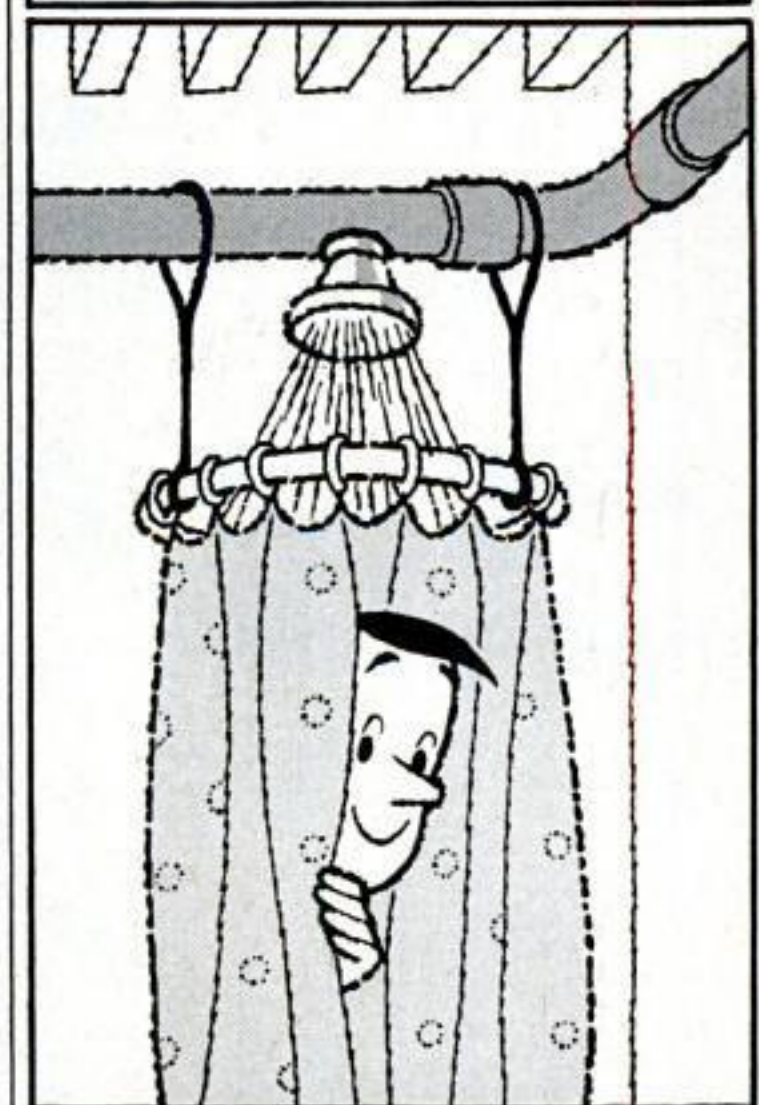
ONCE MORE WITH FEELING

Carried through the door, the lady above (acted by Arlene Francis) finds herself trapped in the screwball world of long-hair musicians that she had once fled. Her hotheaded husband, a symphony conductor (acted by Joseph Cotten), begs her to give up her quiet life as a teacher. The Harry Kurnitz comedy is more a cartoon than a true-life portrait of musical madmen, but it crackles with virtuoso wisecracks.

CONTINUED



PLUMBERS

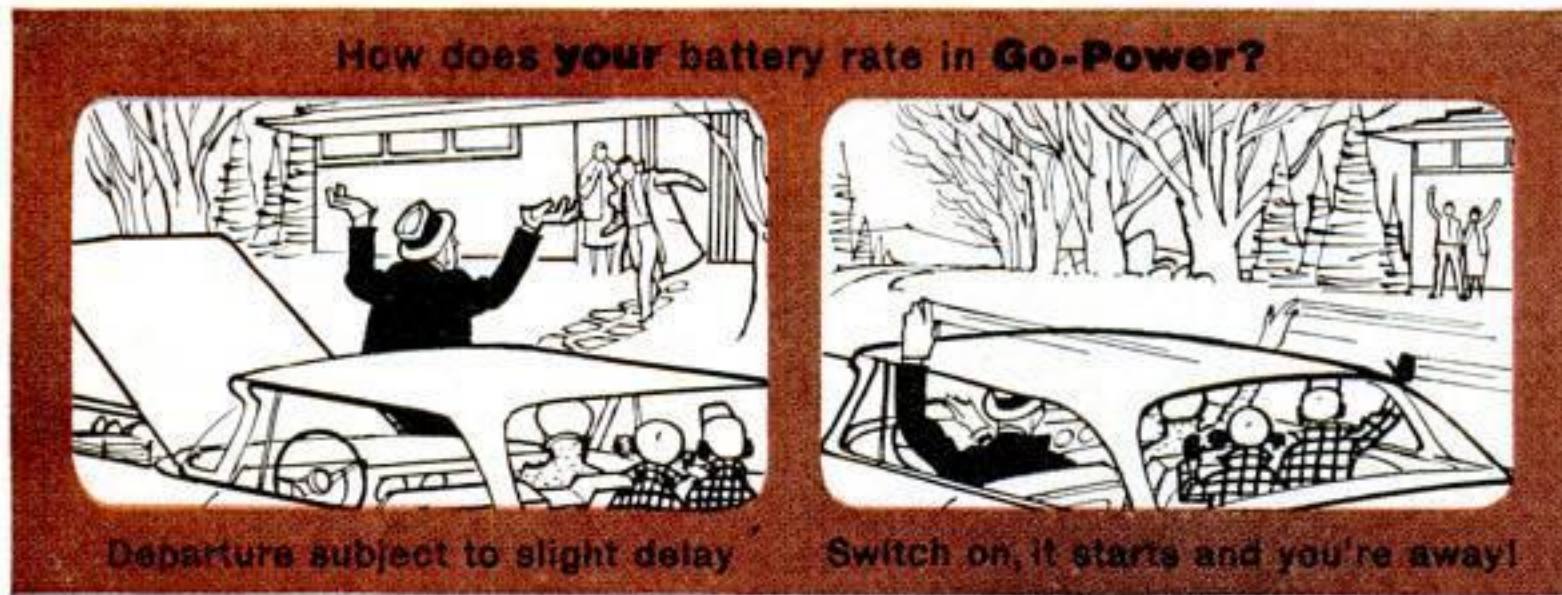


pianos, roofers, chinaware,
movers, automobile repair,
whatever you need —

Find It Fast
In The
Yellow Pages



Advertisers displaying this emblem
make your shopping easy.



For Supercharged

GO-POWER



Get you
GOING
-FAST-

All-Weather -T.M.
The Goodyear
Tire & Rubber Company,
Akron, Ohio

Go
for

GOODYEAR

BATTERIES

A full line for Autos • Buses • Trucks • Marine Engines — See your nearby Goodyear Dealer

NOW an ingenious new bracelet to
SOLVE YOUR GIFT PROBLEMS FOR YEARS TO COME!

THE EXCITING

*Diamond
Daisy Chain*

THAT GROWS AND GROWS
YEAR AFTER YEAR!

The Diamond Daisy Chain is a beautiful bracelet with a sparkling diamond in a 14K white or yellow gold flower-shaped setting. You can add a diamond instantly for every future gift occasion. Petite gold filled snake chain comes with double safety catch and chain to guard against loss. See it today at Weisfield's in the Northwest, Lambert in New York, Logemann in Milwaukee, Barr's Jewelers, Philadelphia and greater Delaware Valley Area, Rogers Jewelry Stores, Boston. Area and other fine stores throughout the country.



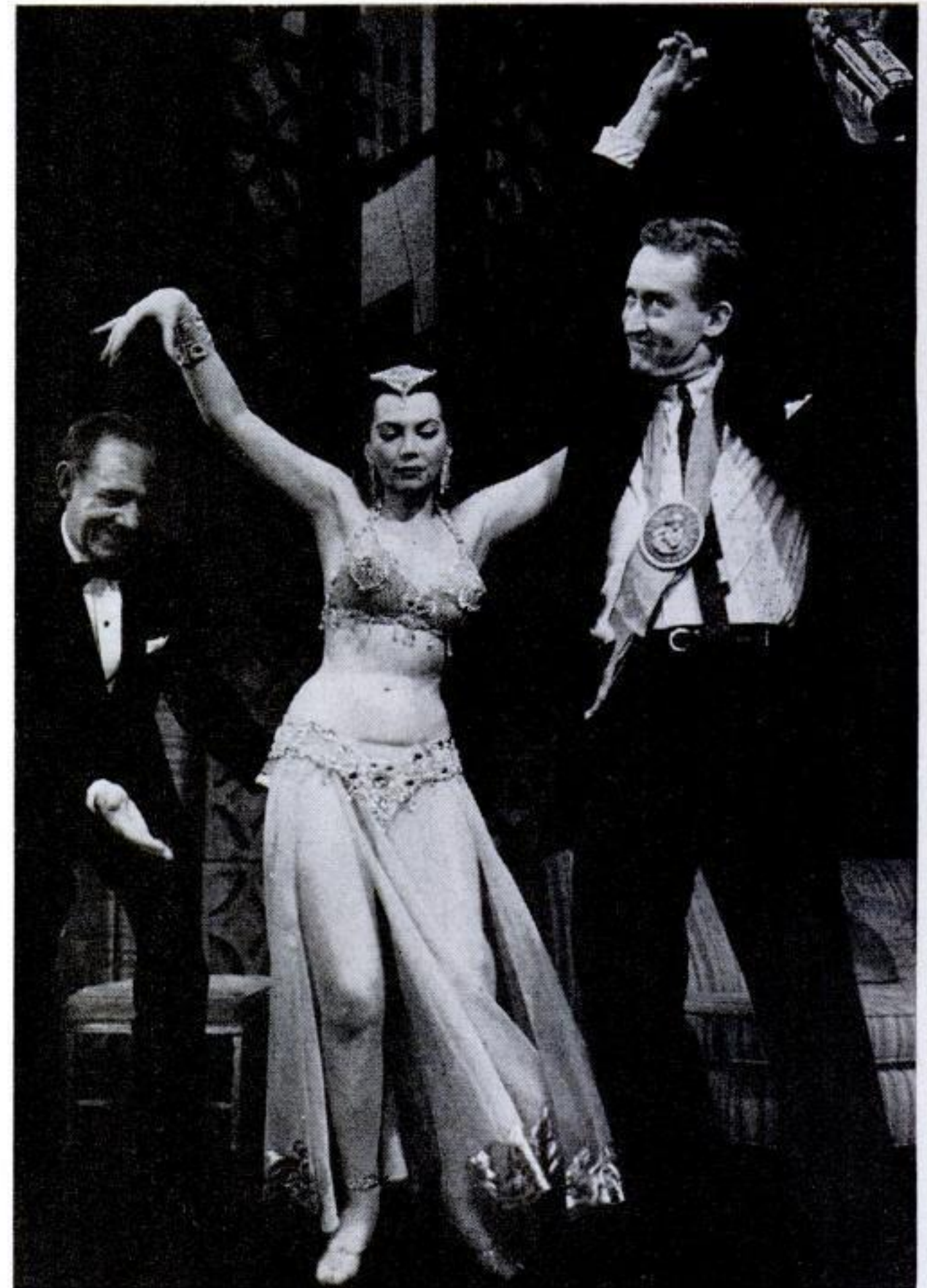
One
diamond
in floral
14K gold
setting

\$57.50
only EACH
(Bracelet FREE)

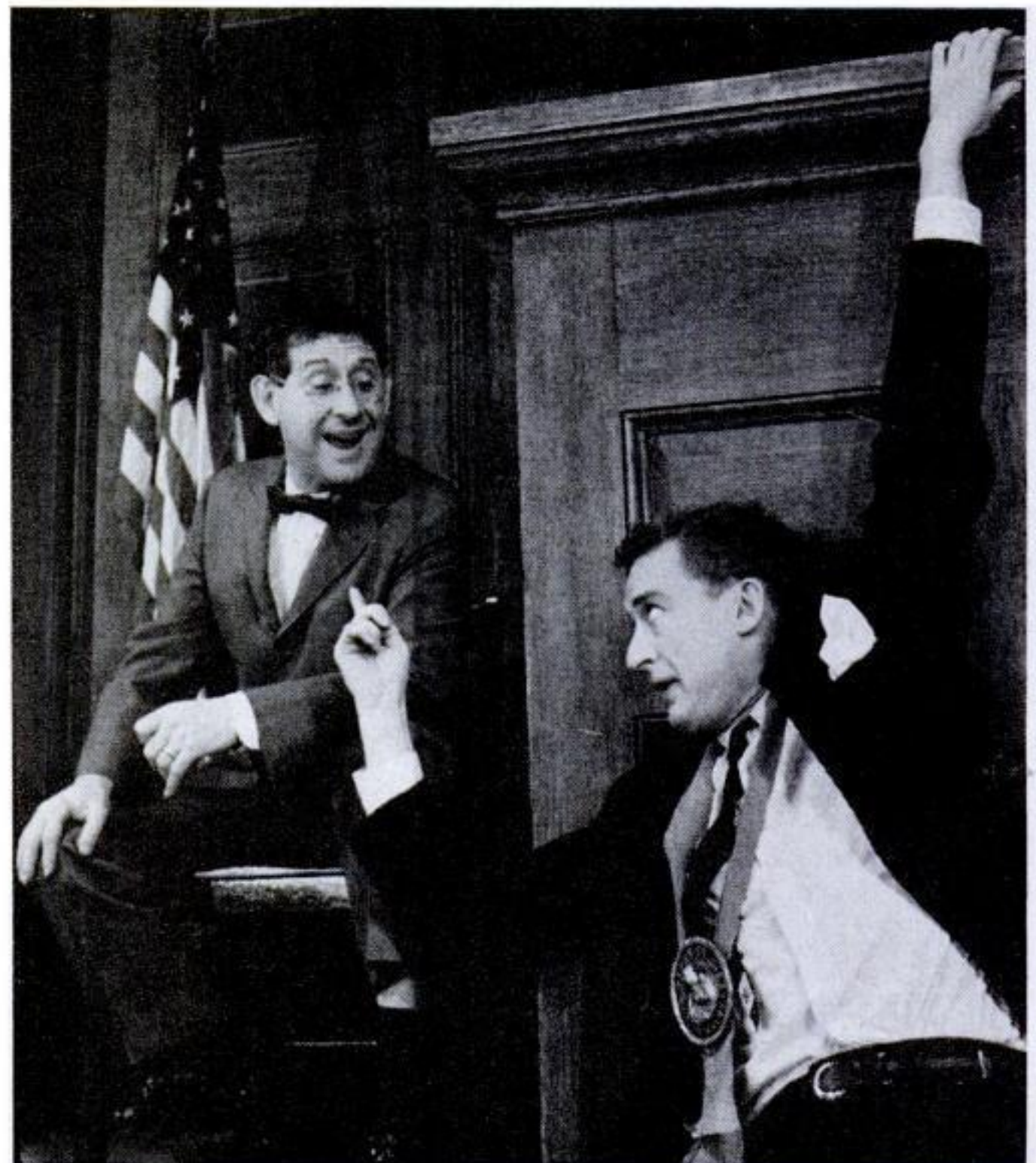
Additional diamonds
in 14K gold mounting
only \$57.50 each.

Diamond Cutters Since 1886

ARNSTEIN BROS. & CO.
608 FIFTH AVE. • NEW YORK 20, N. Y.



SHERRY BRITTON DANCES TO KEEP A DRUNKEN LAWYER (RIGHT) AWAKE



TIPSY LAWYER IN COURT OUTWITS MEDICAL EXPERT (JACK GILFORD)

DRINK TO ME ONLY

To help a client beat a murder rap, a lawyer throws caution to the wind and sets out to prove a man can remain conscious after drinking two bottles of whisky in 12 hours. This farce by Abram H. Ginnes and Ira Wallach owes much to two comedians, Paul Hartman and Tom Poston (top). Poston, a comparative newcomer, plays the earnest drunk and is enormously funny in his wild battle against alcohol.

She used to think beauty had to be cultivated

I overlooked a lot of beauty in a lot of fields, till LIFE opened my eyes. For instance, you'd never catch me plowing through the fields for my table decorations. My complicated existence kept me so busy, I'd forgotten the simple things of life.

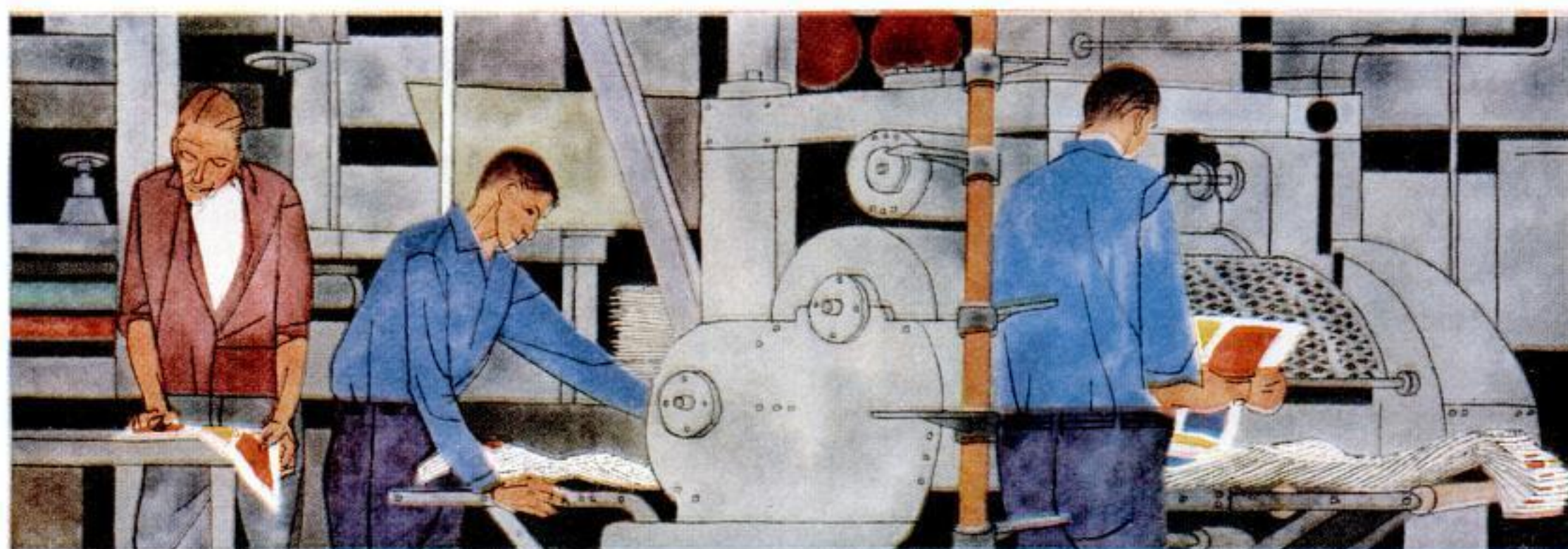
Things are different now. LIFE's great pictures bring home the magic that lies in the everyday.

You see the familiar, clad in new beauty. And you remember—the cold gray hand of winter on the prairie... the soaring thrust of giant buildings... the crackling heat of noon in a wheat field... the proud prow of a sailboat cutting the waves.

And LIFE also shows you the beauty of strange new things. You marvel at a guided missile arching through the sky... the eerie undersea world welcoming inhabitants of flesh and blood... the exciting patterns of industrial might. All these and many others come home unforgettably in LIFE.

And people. The tranquillity in an aged brow... the lilt and prance of a majorette... the tense jaw of a soldier... the haunted eyes of a refugee... the dimpling smile of a child... the darkness of hate and the simple, timeless beauty of love.

LIFE shows you all these things with an eloquence that touches the heart with renewed understanding. No wonder everywhere you go, people are talking about LIFE.



Beauty comes to life in LIFE. Only LIFE has such extensive printing and reproduction facilities. LIFE's 13 four-color presses run at a speed of 1,400 feet per minute, 144 hours a week.

Fine quality coated paper—of which LIFE uses 75,000 tons a year for color printing alone—makes

LIFE's color reproductions the finest possible. LIFE is a leader in research in printing, in paper, in quick-drying inks and nylon plates.

Only LIFE among magazines—among all media—provides such a vivid setting for any subject and brings so many subjects home to you.

ONLY **LIFE** gives you so much
understanding... so swiftly, so surely

PHOTOGRAPH BY IRVING PENN

Copyrighted material



Perfect finish to The National Horse Show



Seagram's
V.O.



IMPORTED CANADIAN

known by the
company it keeps

Parade of International Teams—stirring conclusion to the great annual cavalcade of precision, dash and daring. Now for a post-show get-together, where spectators top off the evening with a glass of fine whisky. Their choice: V.O., beautifully balanced, flawless in form, supremely satisfying.

SEAGRAM-DISTILLERS CO., NYC. 86.8 PROOF.
CANADIAN WHISKY, A BLEND, OF RARE SELECTED WHISKIES. SIX YEARS OLD.

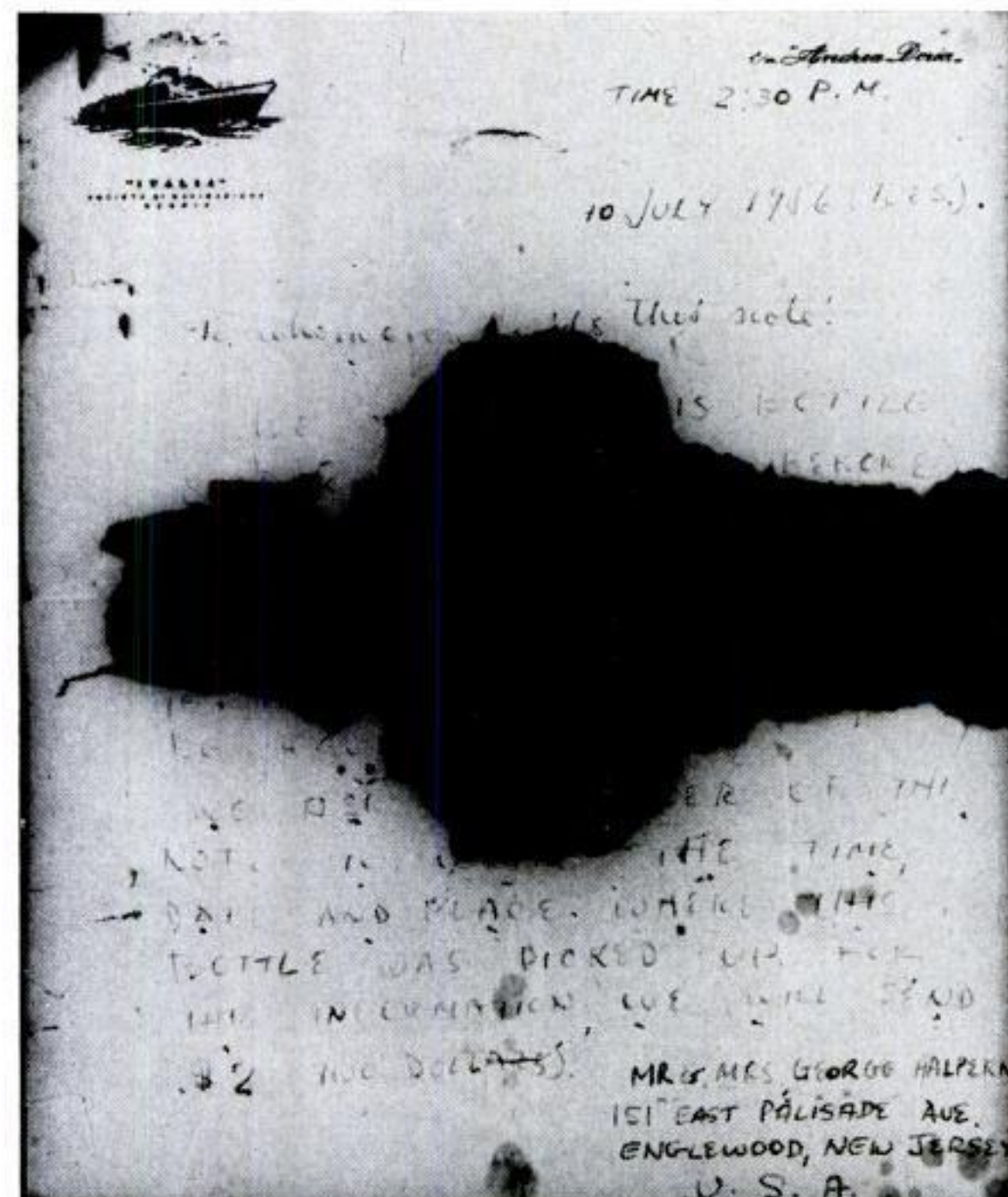


FINDERS OF THE NOTE, DAN AND BARBARA HATFIELD, READ IT IN BERMUDA

Nostalgic Note from the 'Doria'

In a festive shipboard moment two years ago George and Adrienne Halpern, who were sailing to Europe on a vacation, penned a note on a piece of ship's stationery, stuffed it into a champagne bottle they had emptied and gaily tossed the bottle overboard. In the note, they offered two dollars to whoever found it. The ship was the *Andrea Doria* and the Halperns were not aboard on the return trip when it collided with the *Stockholm* off Nantucket and sank.

By now, the trip is only a hazy memory to the Halperns, but they got an unexpected reminder of it this fall. Exploring a beach in Bermuda, U.S. Airman Daniel Hatfield and his wife discovered the champagne bottle washed up behind some rocks and pulled out the note. They wrote to the Halperns about it and the \$2 check was in the return mail.



THE NOTE, damaged by salt water, recorded the time and place it was dropped into the ocean, senders' address and reward for finders.

TOSSING NOTE from *Doria* was recorded by Halperns on movie camera. Mrs. Halpern threw it, then posed happily with her husband.

COAST TO COAST ONLY 1½

Pontiac's new Tempest 420E V-8 sets the year's most important

PONTIAC COAST-TO-COAST ECONOMY RUN

San Diego, California to Savannah, Georgia

COMPLETED OCTOBER 17, 1958

DISTANCE	2,442.7 MILES
DRIVING TIME	60.72 HOURS
FUEL CONSUMED	112.5 GALLONS
FUEL COST	\$35.79
MILES PER GALLON	21.7 Average for entire trip
AVERAGE SPEED	40.2 MILES PER HOUR
COST PER MILE	1.465 CENTS

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



"No two people drive alike—if you have a light touch or drive slower than I did you might even top my 21.7 miles per gallon. But no matter how you drive—or where you drive—you'll be amazed at the mileage you get from this big, roomy full-powered Pontiac V-8."

CENTS PER MILE FOR GAS!

economy mark—Here's the story and what it means to you!



We asked one of America's most respected automotive writers and car testers—"Uncle Tom" McCahill—to put a standard Pontiac Catalina Sedan with our new economy V-8 to the test . . . coast to coast.

And with only one specification—that the run would be exactly like *you* would drive coast to coast yourself—in mountains, in city traffic, across deserts, buying gas wherever the tank ran low.

And here's the phenomenal story in every complete detail—miles, time, speed, mileage, costs—all supervised and officially certified by, NASCAR, America's top automobile competition authority.

What does it mean to you?

Simply—and very importantly—this: For the first time, you can get deep-chested V-8 pep with better mileage than from many smaller so-called "economy cars" . . . and get it on regular fuel!

If you owned a Pontiac with this revolutionary new Tempest 420E V-8 power plant right now you'd be enjoying savings of up to 5 cents a gallon on regular fuel, no matter how you drive or where your driving takes you. This new economy V-8 is optional at no extra cost on any Hydra-Matic Pontiac! (If you want the ultimate in action, drive Pontiac's companion engine, the Tempest 420—America's most advanced V-8.)

See your Pontiac dealer soon—and discover the newest in V-8 performance and economy!

PONTIAC!

America's Number ① Road Car

3 Totally New Series • Catalina • Star Chief • Bonneville



THE ONLY CAR
WITH WIDE-TRACK WHEELS



"I'm no feather-foot and I don't baby cars . . . maintaining an average of 40.2 m.p.h. all the way across the continent proves it!"



"Our route wasn't for the softies, and I can tell you one thing for sure—this Pontiac 420E is full to the brim with V-8 power and pep."



"We stopped for gas whenever we needed it . . . used 5 different brands . . . and because we could use regular fuel, saved up to 5¢ a gallon."



"We took our share of city traffic—it's tough on gas mileage, but we wanted the results on this trip to be as realistic and practical as possible."

LONGINES

Announces The Greatest Advance In Waterproof Watches*

☆☆☆ *"Admiral-1200"* ☆☆☆
Automatic



*This Sensationally New, Ultra-Thin, Hermetically-Sealed Watch
Affords Lifetime Protection Against All Common Watch Hazards*

The new Longines "Admiral-1200" is wafer-thin, handsome, fashionable. Yet its smooth, seamless, flowing contours give the most perfect *permanent* protection against destructive moisture, shock, perspiration, air-borne dust. Its revolutionary self-locking "Aquaseal Crystal" is completely water-tight without gaskets, washers or cement. ☞ Within this armored protection is the world-renowned Longines automatic watch movement—shock-resistant, anti-magnetic—the most advanced automatic watch in the world. ☞ The new, ultra-thin, hermetically-sealed Longines "Admiral-1200" provides the most wonderful timekeeping service imaginable. Yet, so perfectly is it protected against all common watch hazards that it can be a prized possession for a lifetime. ☞ "Admiral-1200" Automatics are *just now* being received by Authorized Longines-Wittnauer Jewelers. If you are planning to buy a watch for yourself, or as an important gift, *invest* in a

Longines "Admiral-1200", the latest and finest version of "The World's Most Honored Watch." ☞ *Illustrated above—the "Admiral-1200" Automatic, 14K gold, \$165. Other "Admiral" Watches from \$90. *as long as crystal and stem remain intact.*

LONGINES

Ten World's Fair Grand Prizes · 28 Gold Medal Awards

HIGHEST HONORS FOR ACCURACY FROM GOVERNMENT OBSERVATORIES

Official Watch For Championship Sports The World Over Including
OLYMPIC WINTER GAMES PAN AMERICAN GAMES
CALIFORNIA 1960 CHICAGO 1959

THE WORLD'S *Most Honored* WATCH



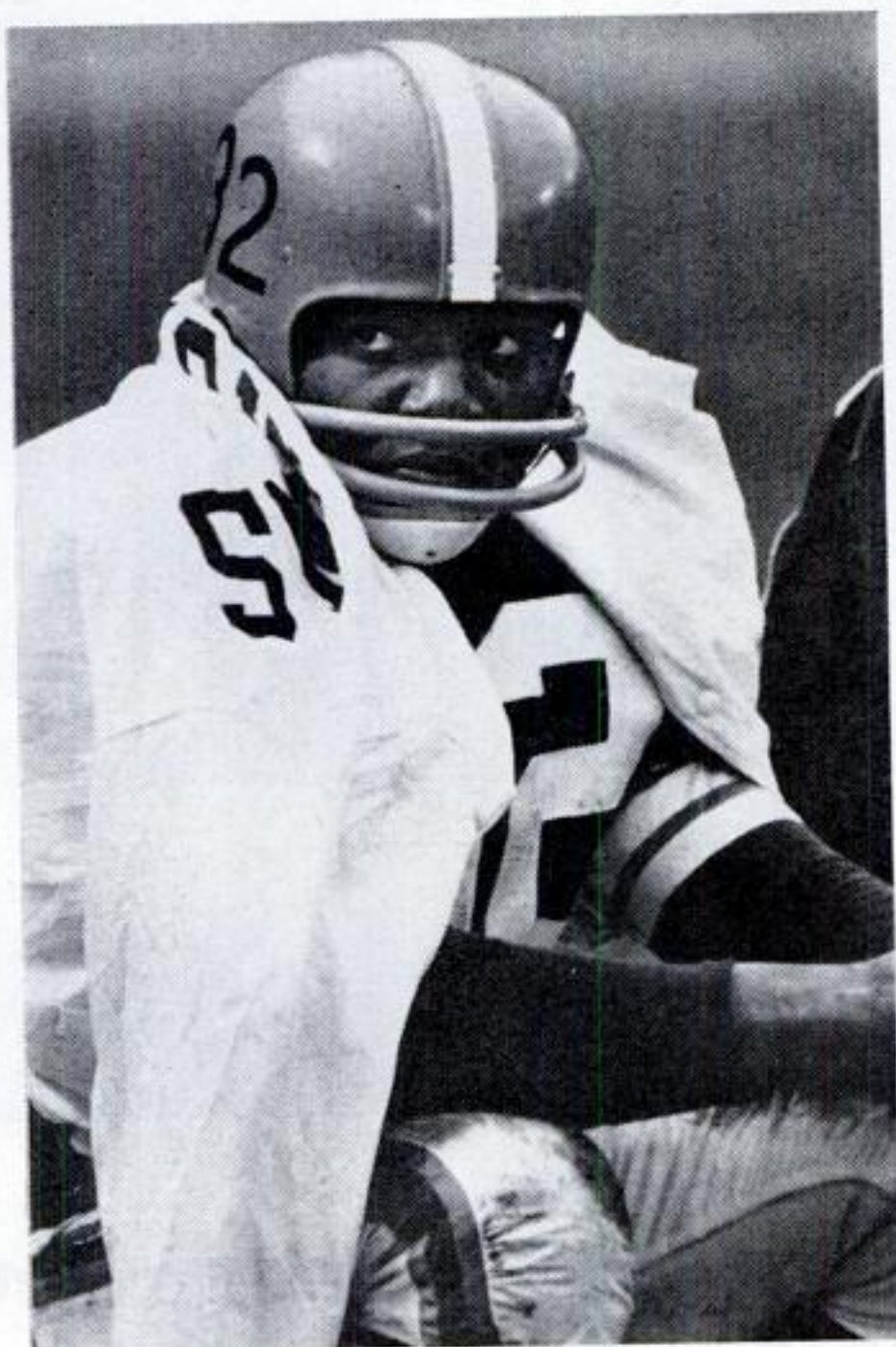
Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

LONGINES-WITTNAUER BUILDING, NEW YORK 36, NEW YORK

SPORTS

BROWN'S RUN AT RECORDS



WAITING HIS TURN, Brown watches from bench as opponents have the ball. He plays offense only.

Pros' greatest runner rolls up yards, scores

In his second year as a pro, Fullback Jimmy Brown, 22, of the Cleveland Browns has already had enough wild-eyed tributes to make such giants as Bronko Nagurski, Marion Motley and Steve Van Buren seem almost like midgets in comparison. A 228-pound compound of power and speed, Brown explodes through packed defenses—give him a hole (*top right*) and he's gone. "If you do hit him," complained one tackler, "he runs right out of your arms." In the open Brown is almost impossible to overtake. "He runs as hard as the hardest and as fast as the fastest," says another opponent.

Brown's relentless running has put him close to two all-time pro records. After six games he was three touchdowns behind the single-season record of 18, only 200 yards below the rushing record of 1,146. Says his dour Coach Paul Brown, "Nothing Jimmy might accomplish in football would surprise me now."



HURTLING INTO LINE, Brown bolts by Chicago Cardinals after taking hand-off from Milt Plum (16).

RACING OVER GOAL, Brown scores the first of three touchdowns as Cardinals close hole too late.



CONTINUED

New tire cord disco



makes tires safer, stro

HERE IS THE LATEST NEWS ABOUT TIRE CORD AND SAFETY, STRENGTH, DURABILITY AND COST.

What Tyrex is

TYREX viscose tire cord is the newest—and best—cord ever developed for tires, and represents a major scientific breakthrough.

Tyrex tire cord is made from cellulose, nature's own "wonder" chemical, and embodies properties not found in any other tire cord. It is incredibly strong—pound for pound it's stronger than steel—stable, durable and heat resistant. And in test after gruelling test, in tires on automobiles, trucks and taxis, it outperformed *every* fiber in use today! These properties are of major importance, for a tire can be no better than its backbone of cord! Your tires' performance and your own comfort and safety depend on it.

Three major sciences—cellulose, fiber and rubber—combined to produce Tyrex cord tires. And cellulose is Rayonier's business. We know what these tires can do because as a major world supplier of versatile cellulose to many industries, Rayonier played a substantial role in the birth of Tyrex cord.

*Tyrex is a certification mark of TYREX INC. for viscose tire yarn and cord.

very



TYREX

nger, longer wearing

What Tyrex does

In laboratory and road tests by leading automotive and tire authorities, Tyrex cord tires proved their superiority beyond doubt:

Tyrex cord tires are your strongest protection against blowouts.

Tyrex cord tires resist highway heat for greater safety . . . Tyrex cord tires, by independent test, run cooler at turnpike speeds. And Tyrex cord can't possibly soften or melt.

Tyrex cord tires can take brutal punishment . . . they outperform other tires made especially for taxis and trucks.

Tyrex cord tires run quieter, smoother and increase gas economy . . . a big reason you see them on leading 1959 cars.

Tyrex cord tires wear longer. They're *not* premium priced . . . and you can get as many as *four* safe retreads.

Tyrex cord prevents "flat spots" and "morning thump" . . . tires stay stable and round, your wheels better balanced.

You'll find Tyrex cord tires on new 1959 cars — and you can buy them as replacement tires for your present car. Choose the tire cord the leading auto makers found best (after test) for their 1959 models — TYREX!

RAYONIER



NATURAL RESOURCES CHEMISTRY

Executive and General Sales Offices
161 East 42nd Street, New York 17, N. Y.

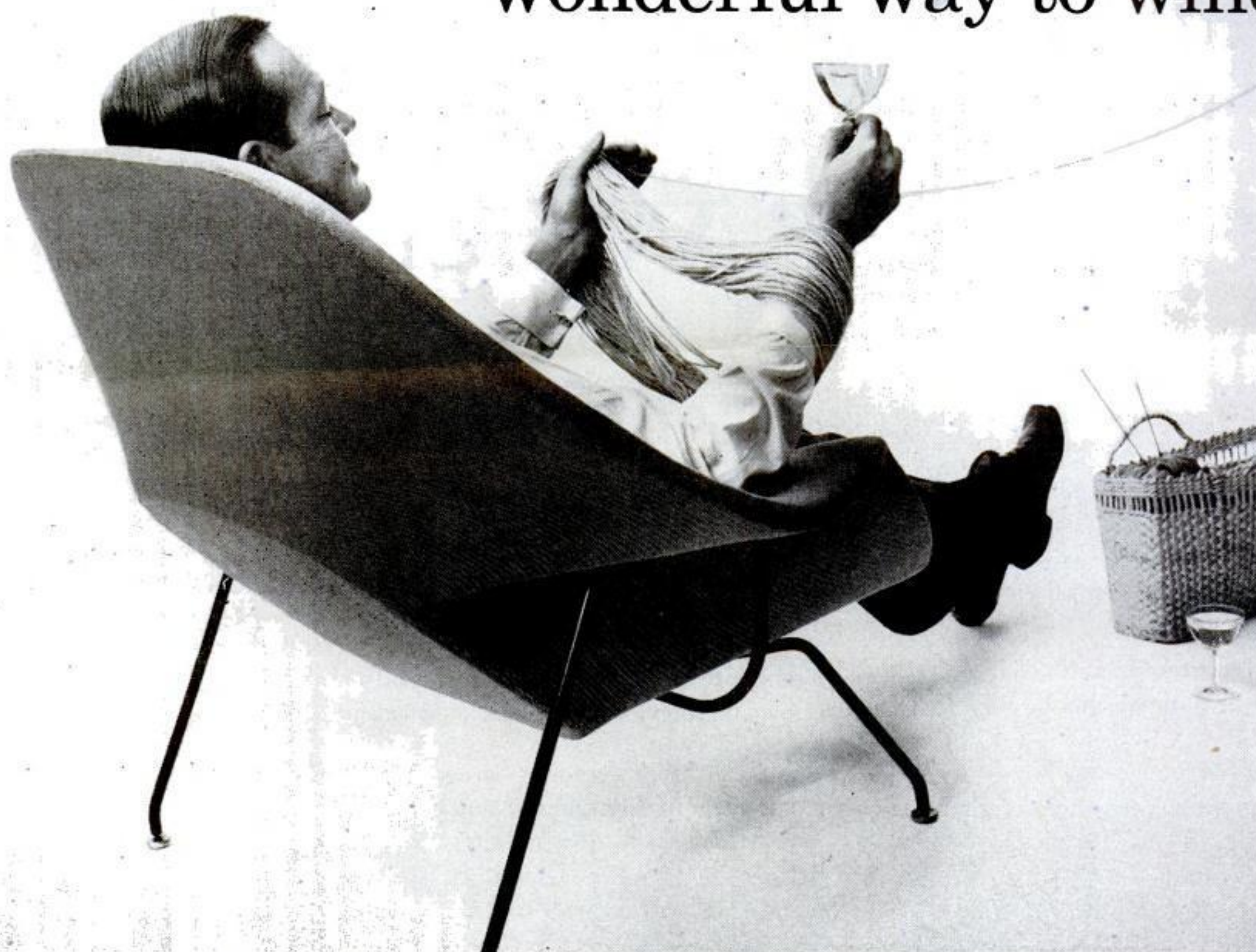
ONLY SURE WAY TO BRING THE BIG BACK DOWN



GANG-TACKLING BROWN, three New York Giants, Cliff Livingston (89), Andy Robustelli (81) and Jim Patton (20), stop him after he gets a first down.

Giants assigned one player to follow Brown on every play, held him to one touch-down and 113 yards—subpar for Brown, but a big day's work for any other back.

wonderful way to wind up the day



Sit yourselves down around 6:00 and sip the most effortless cocktails in all the world—Heublein's. Rewardingly smooth after a busy day. Mixed to perfection, no work—just stir with ice and serve. Or pour right on-the-rocks. You'll love Heublein's. So will your friends.

NEW, BETTER THAN EVER!
ALWAYS READY TO SERVE.
EXTRA DRY MARTINIS—75 proof, made with pot still gin and finest vatted vermouth.
MANHATTANS—65 proof.—8 other popular kinds, all full-strength.
G. F. HEUBLEIN & BRO.,
HARTFORD, CONN.



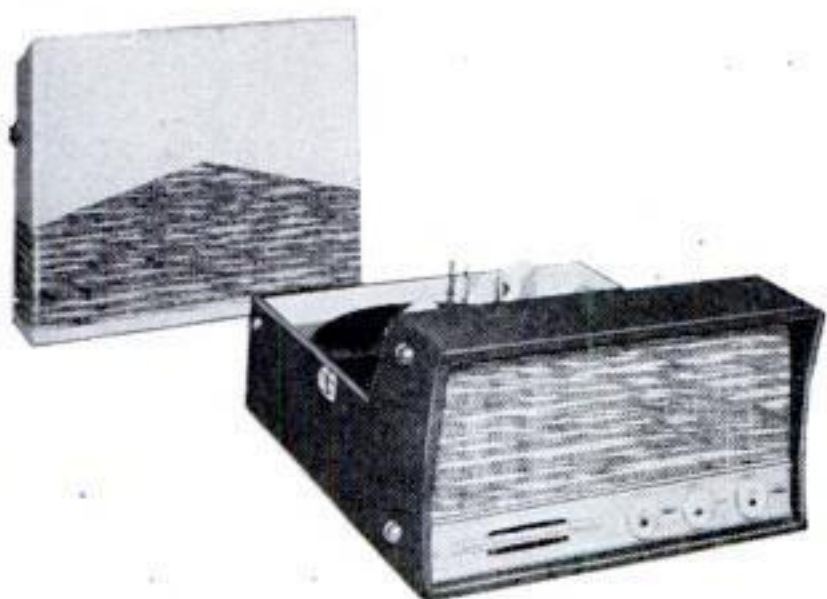
you've got it made with **HEUBLEIN COCKTAILS**

SMART IDEA: pour on-the-rocks straight from the bottle

If you own a good TV set or radio...

You may own half of a fine Stereo System! Complete it for Christmas with a new Stereo High Fidelity "Victrola"[®] (from \$129.95)

Your present radio or TV set can be adapted for stereo easily and inexpensively by a competent serviceman. Or choose from 9 RCA Victor companion speakers—\$9.95 up!



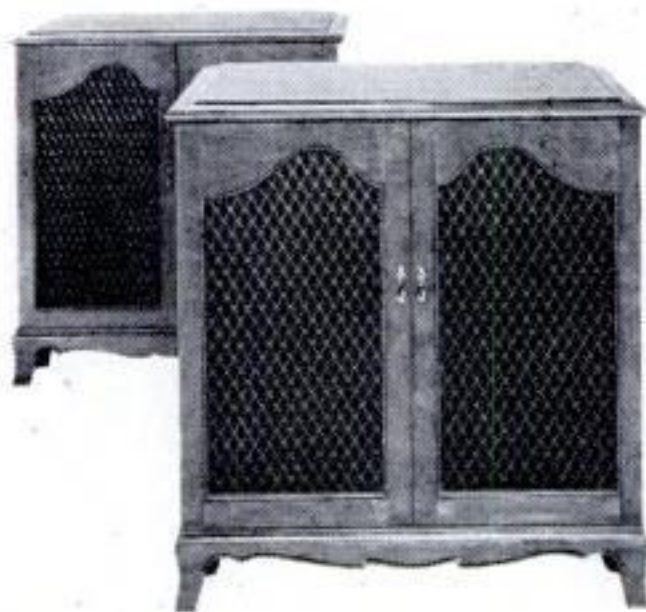
Complete Stereo Hi-Fi. Portable. Second speaker system in "Lift-away" lid. Charcoal/white simulated leather. *Mark XIV.* (SHP14) \$129.95.



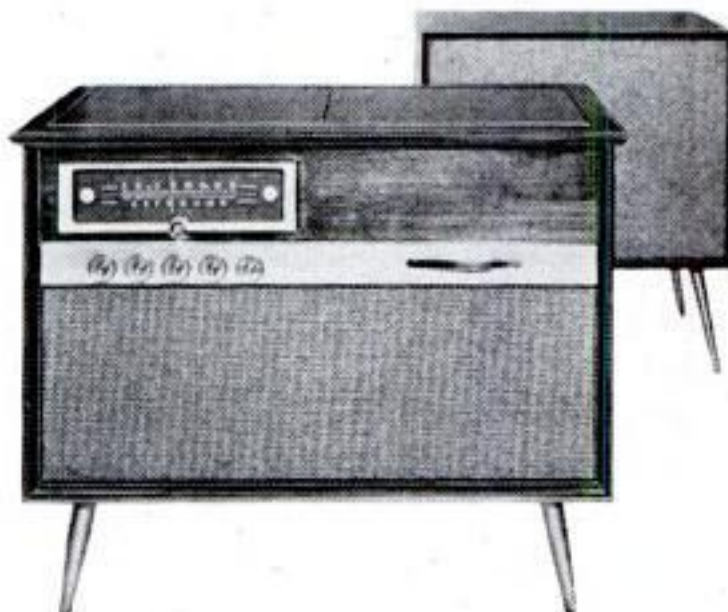
Handsome console with 3-speaker Panoramic Sound. 4 grained finishes. *Mark XII.* (SHP12) \$149.95. Companion speaker (SHS12) extra.



Four speakers. 2-in-1 "Living Stereo" pickup. Traditional. 4 finishes. *Mark VIII.* (SHP8) \$249.95. Companion speaker (SHS4) extra.



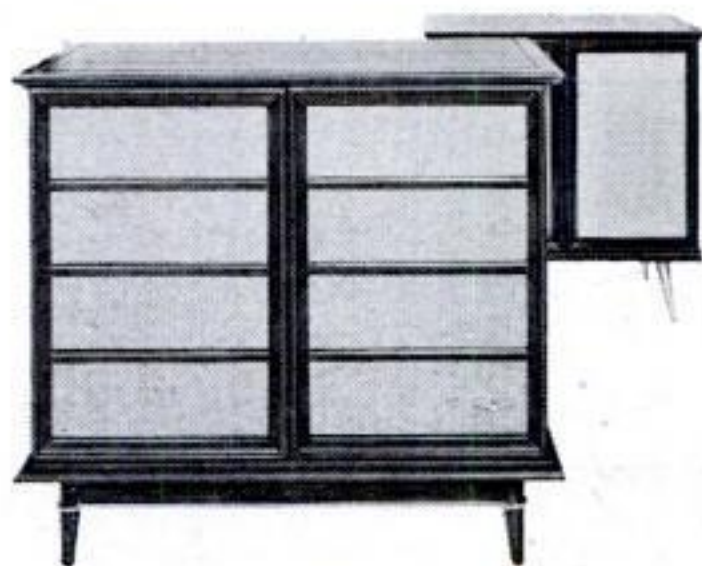
Space for AM-FM tuner. Diamond stylus. French Provincial. 3 finishes. *Mark VII.* (SHP7) \$279.95. Companion speaker (SHS7) extra.



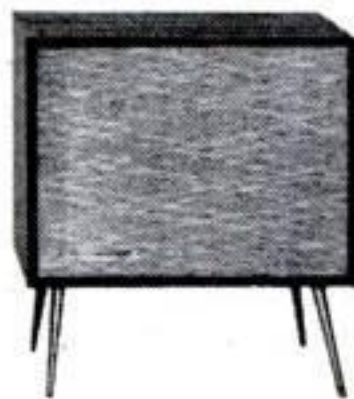
Danish lowboy. AM-FM radio. Dual amplifier. "Room Divider" back. 3 finishes. (SHC6) \$379.95. Companion speaker (SHS6) extra.



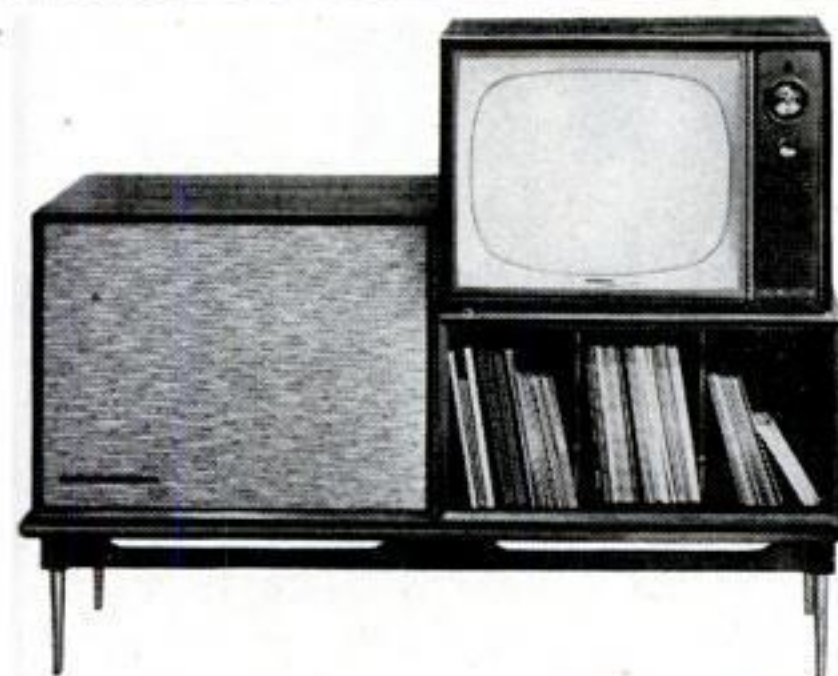
Traditional console. AM-FM radio. Diamond stylus. Dual amplifier. 3 finishes. *Mark IV.* (SHC4) \$425. Companion speaker (SHS4) extra.



Danish Modern. AM-FM radio. 2-in-1 pickup. "Room Divider" back. 3 finishes. *Mark III.* (SHC3) \$450. Companion speaker (SHS8) extra.



"Add-on" Stereo High Fidelity. 2-in-1 pickup. 4 finishes. *Mark IX.* (SHP9) \$219.95. Matching bench, record cabinet, optional AM-FM radio, B&W TV, and companion speaker system (SHS9) extra.



The thrill begins Christmas morning when you put on your first "Living Stereo" record. The music surrounds you. There is an exciting new *depth* and *direction*. And you can play all your regular records, too. See and hear these great new "Victrolas" at your RCA Victor dealer's now. Give your family "The Gift That Keeps On Giving"!

Manufacturer's nationally advertised list prices shown (optional with dealer) subject to change. Slightly higher for West and South. Prices vary according to finish. *RCA trademark for record and tape players.

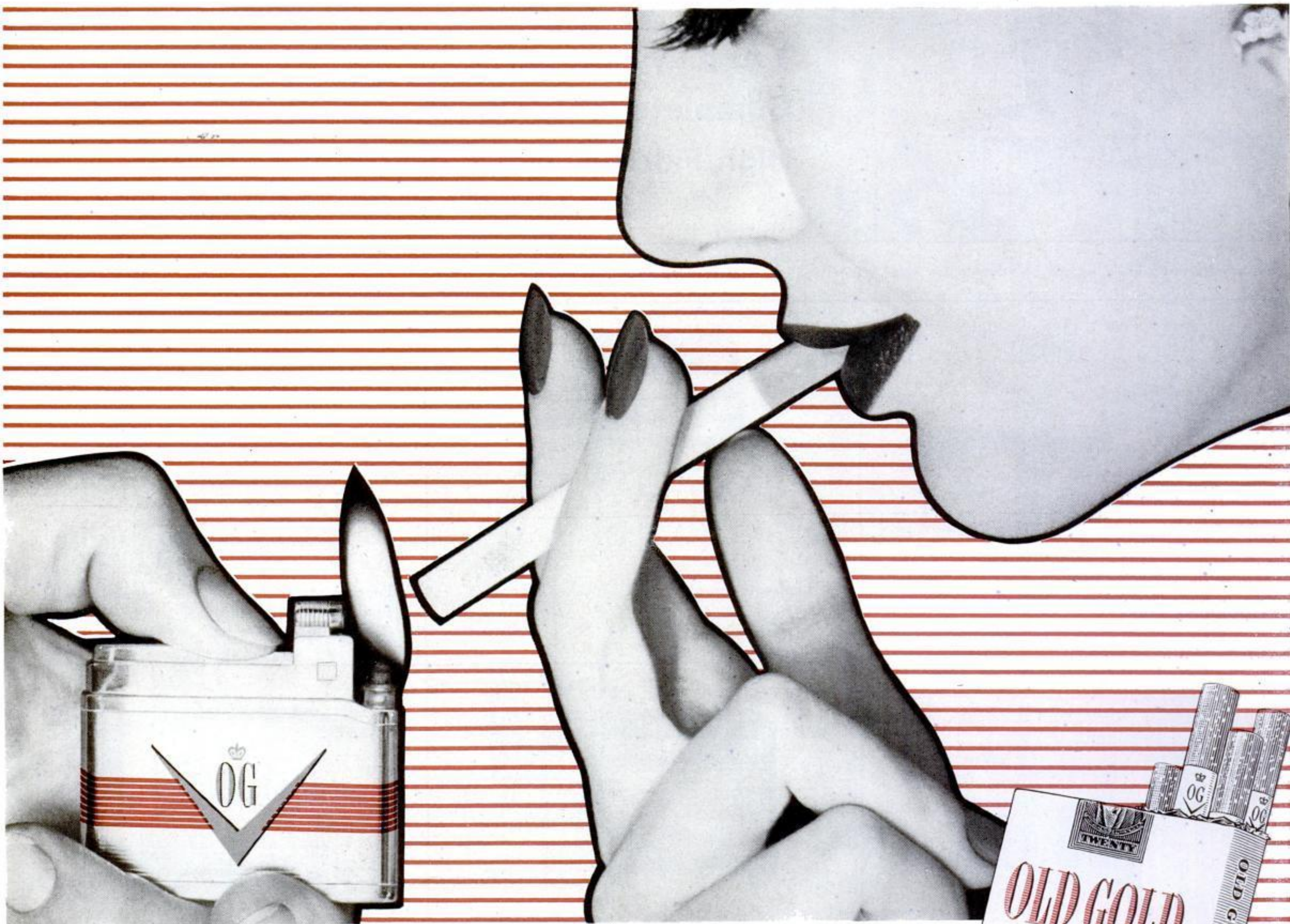
Glamorize wrappings with **SCOTCH** Brand Gift Tapes. Now in High Fidelity colors inspired by RCA Victor!



Budget-priced Stereo. Second speaker system in lid. Brown/beige simulated leather. (SES6) \$99.95.



NEW SPIN FILTER COOLS THE SMOKE NATURALLY!



TEST FOR TASTE

Here's the best taste yet in a filter cigarette

Looking for a filter cigarette that does more than reduce tar and nicotine—a filter that actually improves smoking taste?

Then, no matter what kind of cigarette you're now smoking, try Old Gold's New Spin Filters . . . and *test for taste*. Test as many as you want. A cigarette. A pack. A carton.

Each puff spins the smoke around and around the filter fibers—cools the smoke naturally. You get only the cool, mild taste of truly fine tobaccos.

Try Old Gold's New Spin Filters. It's the best taste yet in a filter cigarette. Make your test for taste—today.

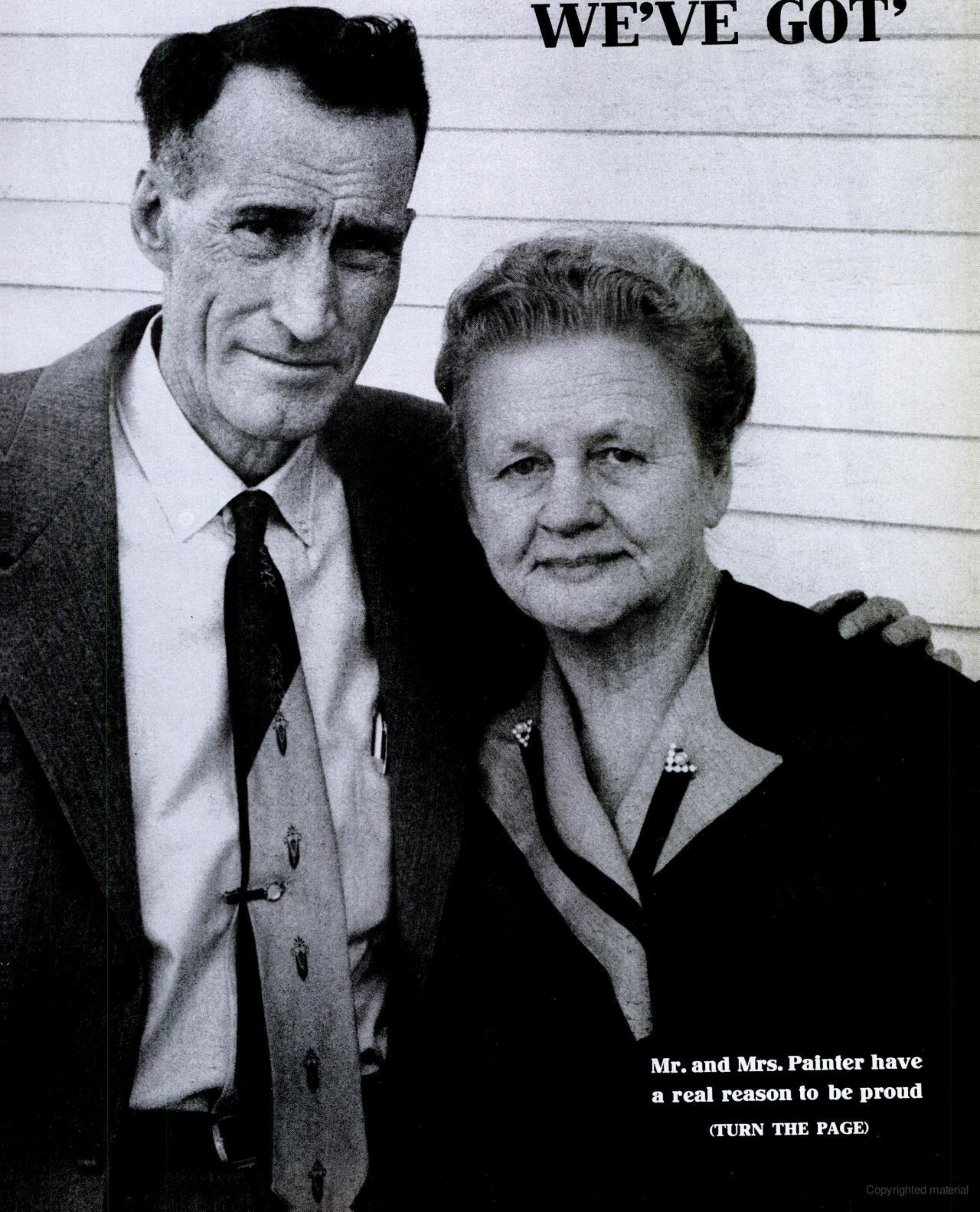


Old Gold's new Spin Filter creates new filtering channels to make the smoke travel farther. It's a known fact . . . when smoke travels farther, it becomes cool and mild. Try Old Gold's New Spin Filter and see.

OLD GOLD'S NEW SPIN FILTERS

Product of P. Lorillard Company—First with the finest cigarettes—through Lorillard Research!

**'LOOK WHAT
WE'VE GOT'**



**Mr. and Mrs. Painter have
a real reason to be proud**

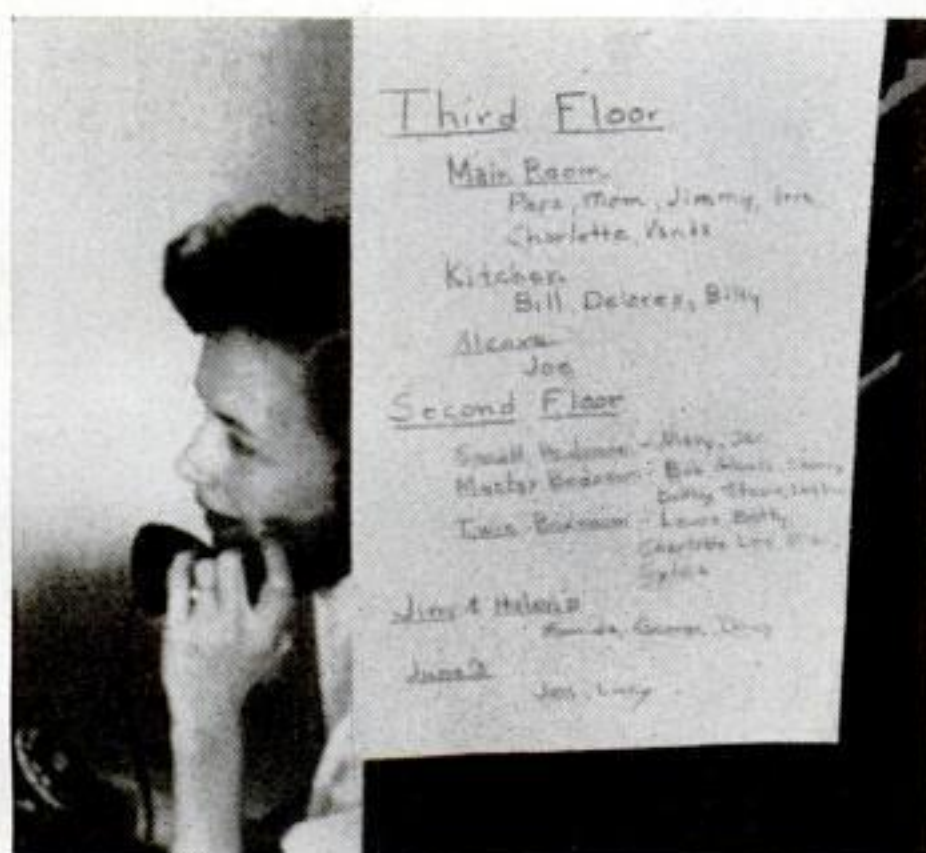
(TURN THE PAGE)

Reunion for Far-flung Family

The expression of quiet pride on the faces of Howard Andrew Painter and his wife Sylvia (preceding page) derives from a heartwarming phenomenon—the sight of a big, happy and devoted family all come together. As he surveyed his happy brood Pop Painter said, "Well, Mom, we've been married 43 years and look what we got here!"

Though Pop Painter jokes modestly, "We're really awfully lucky—they're just average kids, no idiots among 'em," luck was not the factor. Married in 1915 in the Missouri Ozarks, the Painters reared their children in an atmosphere of affection and mutual respect. When the Depression wiped out Howard's building business, Sylvia, a schoolteacher, taught four of them at home for three years because they didn't have the proper clothes for school.

The efforts paid off. The children have become lawyers, engineers, teachers—even an airfield tower control operator. They love to reunite and "visit," and though lately it hasn't been easy, with children grown up and settled, this year they gathered, 34 strong, at "family headquarters" in Kansas City for a warm, noisy three-day hoedown. When it was over, Mom Painter said, "Every mother thinks her children are the best in the world. I *know* it."



BEDROOM CHART, showing late-comers where to sleep, is tacked on the stair behind Vanda Lee.

REUNITED PAINTERS are (from bottom) Howard, 65, Sylvia, 68, and Iris, 40. Behind to left are June, 42, widow of Howard Jr., with children Barbara, 3, and Howard 3rd, 18. In back of June are Mary, 36, and husband John Cooper. Holding blazered Billy, 3, is Bill Painter, 34, with his wife Delores, 26. On next step are Betty, 32, and her family—daughters Mary, 6, Sylvia, 8, Charlotte, 1, and husband, Lewis Miller. Back of Betty are George, 31, his wife Armida, and son Douglas Reginald, 1. Back of them is Bob, 29, and his family—wife Paula, 25, Debbie, 1, Sherry, 6, Bobby, 5, Stevie, 3. Next row back are Jon Painter, 26, and wife Lucy, 21, and Jon's twin Joe whose wife stayed home with new baby. At right is Vanda Lee Pace, 28, and son Jimmy, 6. In last row are Charlotte, 23, Jim, 25, with wife Helen, 26, and their baby Janet, 1.



For most every kind of pain or ache, BAYER ASPIRIN is what millions take because—

BAYER Brings Fastest Relief

...the fastest, most gentle to the stomach relief you can get!

*"I use it for
HEADACHE!
Bayer makes it go—
in a hurry!"*



*"I use it for
NEURALGIA
and get wonderful
fast relief!"*



*"I use it for
SORE THROAT
due to a cold!"*



*"I use it for minor
**ARTHRITIC
PAINS!** They are
temporarily relieved
...fast!"*



Men who KNOW medicine say: "TAKE ASPIRIN!"

Doctors and public health officials—men who *KNOW* medicine—have repeatedly recommended aspirin for headache, muscular pain, fever of a cold. And *now*, eminent doctors—reporting to the entire medical profession on new clinical studies of *Bayer Aspirin* versus buffered aspirin—reveal that the addition of buffering agents to aspirin serves "no clinically detectable useful purpose." So take *Bayer*—the *best* aspirin the world has ever known.

Why BAYER makes you FEEL BETTER FAST!

Unlike pain-relieving tablets which delay relief because they enter your stomach *whole*, a Bayer tablet disintegrates into soft, tiny flakes *on its way* to your stomach. Therefore, it's ready to go to work *instantly*—without delay—to bring the fastest, most gentle to the stomach relief you can get!



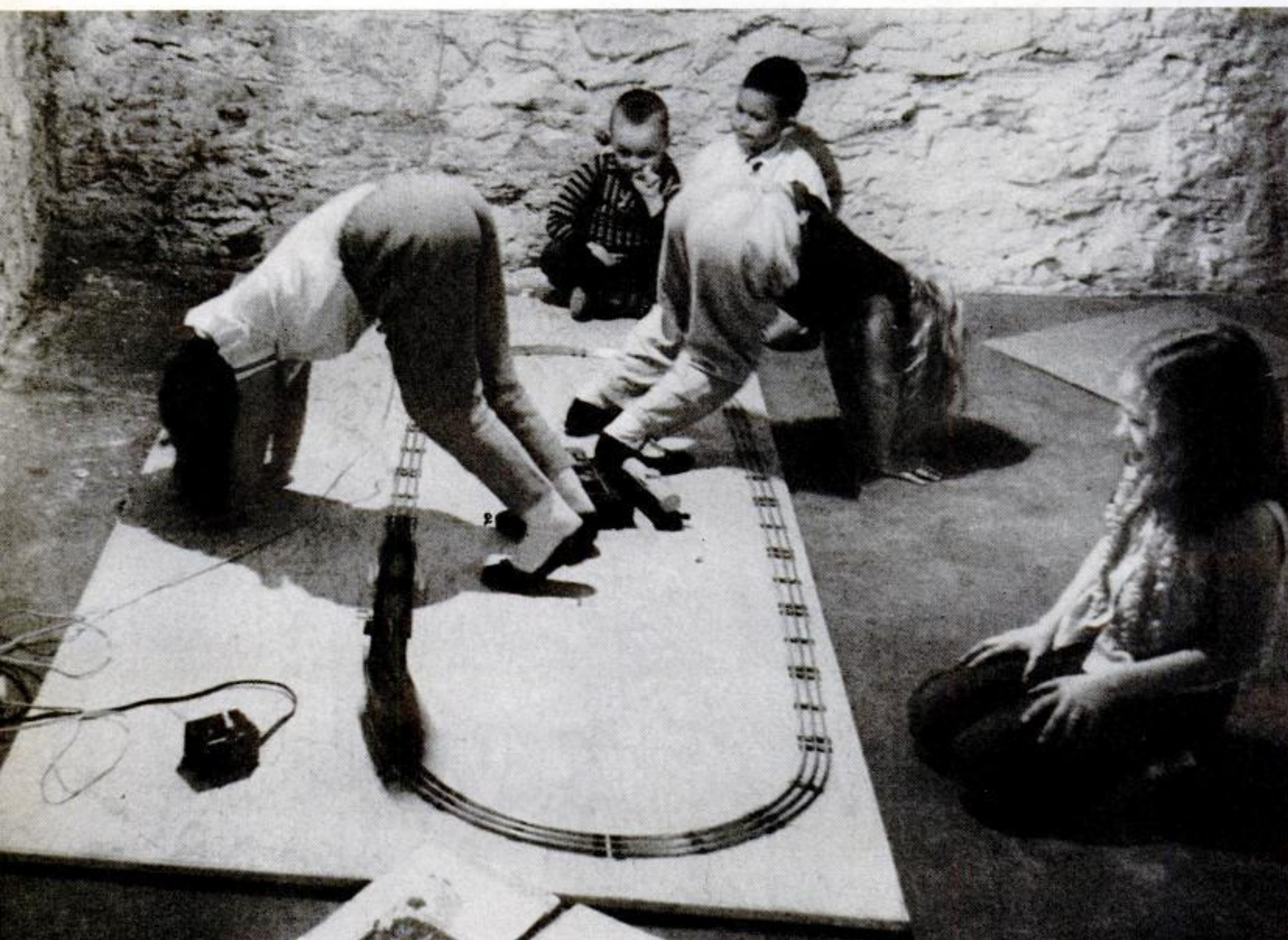
FEEL BETTER FAST—with BAYER® ASPIRIN

Fun in a Tub, Cellar and Croquet Court



COMMUNAL BATH, in one of the house's two tubs, is shared by Billy Painter (*left*), Jimmy Pace (*back to camera*), Bobby Painter and Stevie Painter.

For speed and efficiency, children, most of whom slept and watched TV in third-floor dormitory, took their baths in shifts. Smallest children stayed with parents.



"BE A BRIDGE," shouts Sylvia Miller (*right*), in cellar, as Sherry Painter and Mary Miller oblige.

OVER CROQUET, Pop, a construction superintendent, looks at shot with Jon, chemical engineer. →



Set the Dial— Eat in Style!

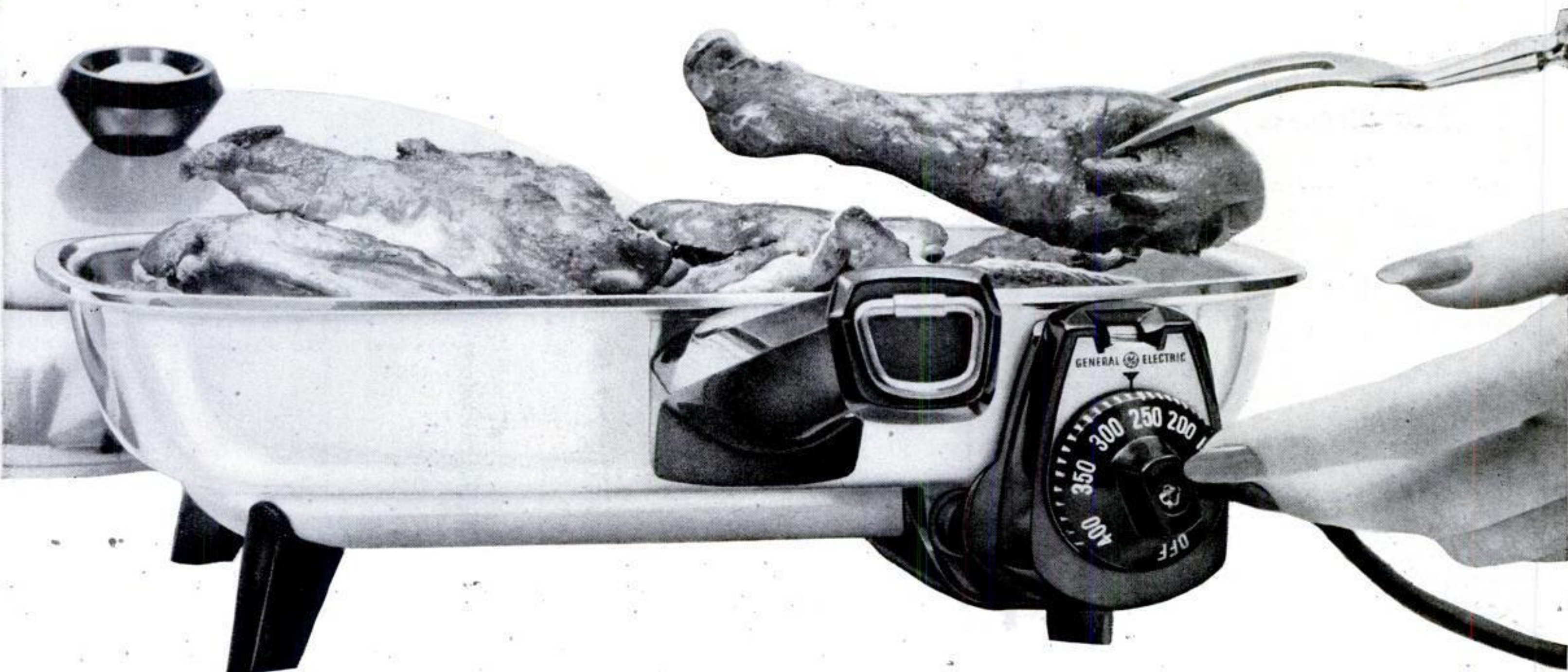
THE GENERAL ELECTRIC AUTOMATIC SKILLET MAKES DIFFICULT DISHES EASY—
AND ITS REMOVABLE CONTROL FITS THE GENERAL ELECTRIC SAUCEPAN!

Even fancy cooking's easy with the General Electric Automatic Skillet! The thermostat maintains *exactly* the right temperature for every food—no smoking, no burning!

Exciting dishes like crisp Southern Fried Chicken, exotic Sukiyaki, delicate Crêpes Suzette are done easily—automatically. Everyday frying jobs come out better than ever.

It *bakes*, too! Controlled heat produces perfect biscuits and cakes every time.

The Silicone thermostat is *removable*—you can dunk the *whole* skillet for easy cleaning. Thermostat also fits the General Electric Automatic Saucepan. General Electric Company, Portable Appliance Dept., Bridgeport 2, Conn.



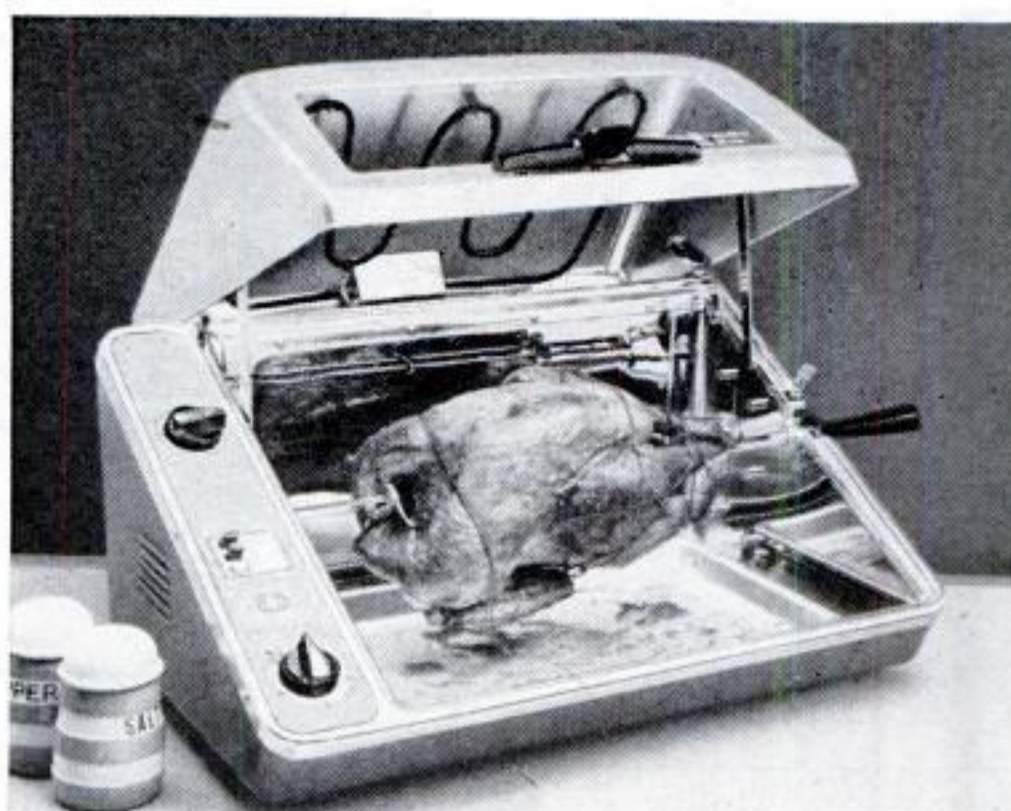
There's always a **PLUS** in General Electric!



It's a steam and dry iron!

PLUS a built-in sprinkler, too!

General Electric Spray, Steam & Dry Iron sprinkles as you iron! Erases stubborn wrinkles in a jiffy—gives you knife-like creases, makes all ironing easier. Switches instantly to steam or to dry.



It's a rotisserie!

PLUS it's a second oven, too!

New General Electric Rotisserie Oven gives you the baking accuracy of a fine range oven! Rotisseriezes, roasts, broils and bakes like a *second oven*. New tilt-top design for easy access, easy cleaning.



Does any mixing job!

PLUS weighs less than 3 pounds!

General Electric Portable Mixer is powerful enough for the heaviest cake batter—gentle enough for the most delicate sauces. Has convenient heel rest; easy-to-use beater ejector; removable cord.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

THE PAINTERS

CONTINUED

'How's It Going with You, Mary...'

INTIMATE CHAT over cigars is enjoyed after dinner by Mary Painter, 36, and her father, who "managed to get off in a corner and talk to all of them." Mary is married to John A. ("Jac") Cooper and once worked as his secretary in his law office in Nashville, Tenn. Says Mrs. Painter, "Mary is more like her father than the other children—the others don't have his drive."

CONTINUED



How to feel 100%



better in seconds!

A telephone visit with out-of-town family or friends will really perk you up. Or, you can settle a business

matter quickly, easily and inexpensively by Long Distance.

Why not try it right now and see!

BELL TELEPHONE SYSTEM



THE PAINTERS

CONTINUED



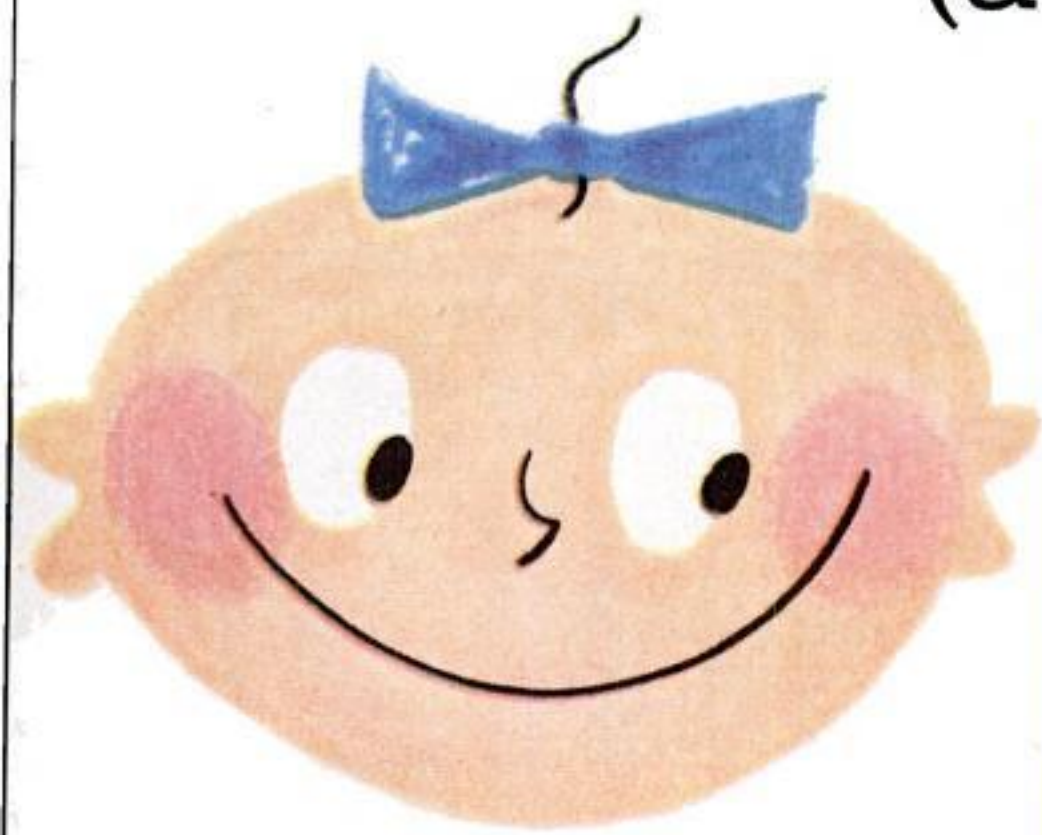
EATING ACCOMMODATION FOR 34 is set up with Pop and Mom Painter heading the table (*top*). For weekend, daughters Iris and Vanda Lee, who live at Kansas City "headquarters" house permanently, laid in among other things 18 half-gallons of milk, 18 loaves of bread, 10 pounds of butter, 10 pounds of coffee.

FAMILY HYMN SINGING, a regular feature of Painter reunions, takes place Saturday night. They sing *Rock of Ages*, *Near the Cross*, *What a Friend We Have in Jesus* from Methodist songbook. Painter family freedom extended to religion. Some children are Methodists, some Baptists, some Christian Church members.



What kind of diet are you on ?

(almost everybody is)



Infant diet?

There used to be a bugaboo that bananas were indigestible. Now doctors prescribe ripe bananas as one of baby's first solid foods -- because they are so easily digested.



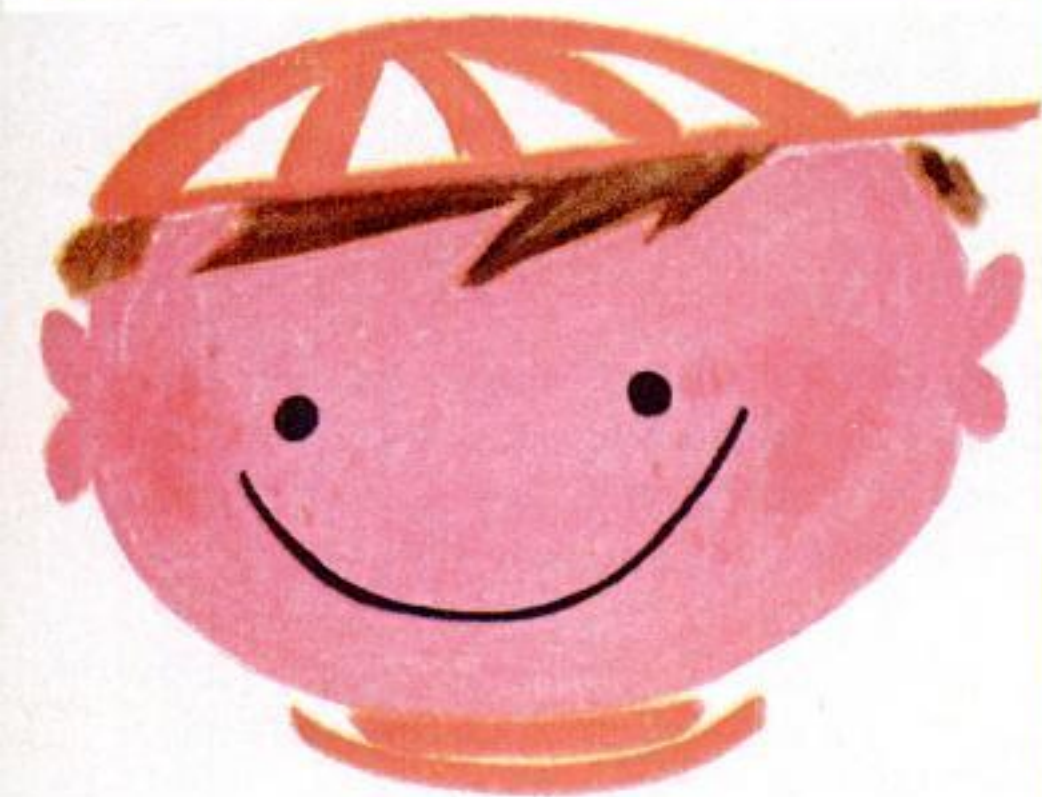
Weight-losing diet?

Maybe you have heard the bugaboo that bananas are fattening. What are the facts? The U. S. Department of Agriculture states that a medium banana has only 88 calories.



Low-fat diet?

Bananas contain almost no fat at all -- less than 2/10 of 1%. Yet, unlike so many "diet" foods, they have a rich, mellow flavor and really satisfy your appetite.



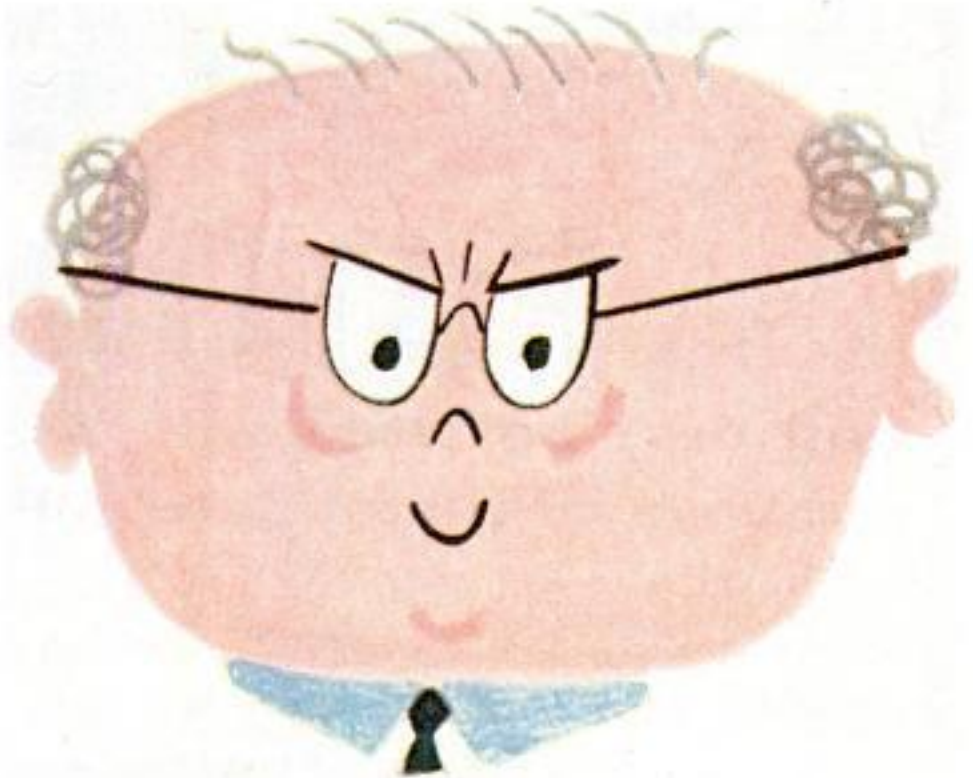
Growing-up diet?

Bananas satisfy hunger -- and "hidden hunger," too. They provide vitamins and minerals to help kids grow strong and healthy, plus wholesome fruit sugars for quick energy.



Geriatric diet?

Bananas are easy to fix, easy to chew -- perfect for older folks. And they help sustain youthful vitality with a well-balanced supply of vitamins and minerals.



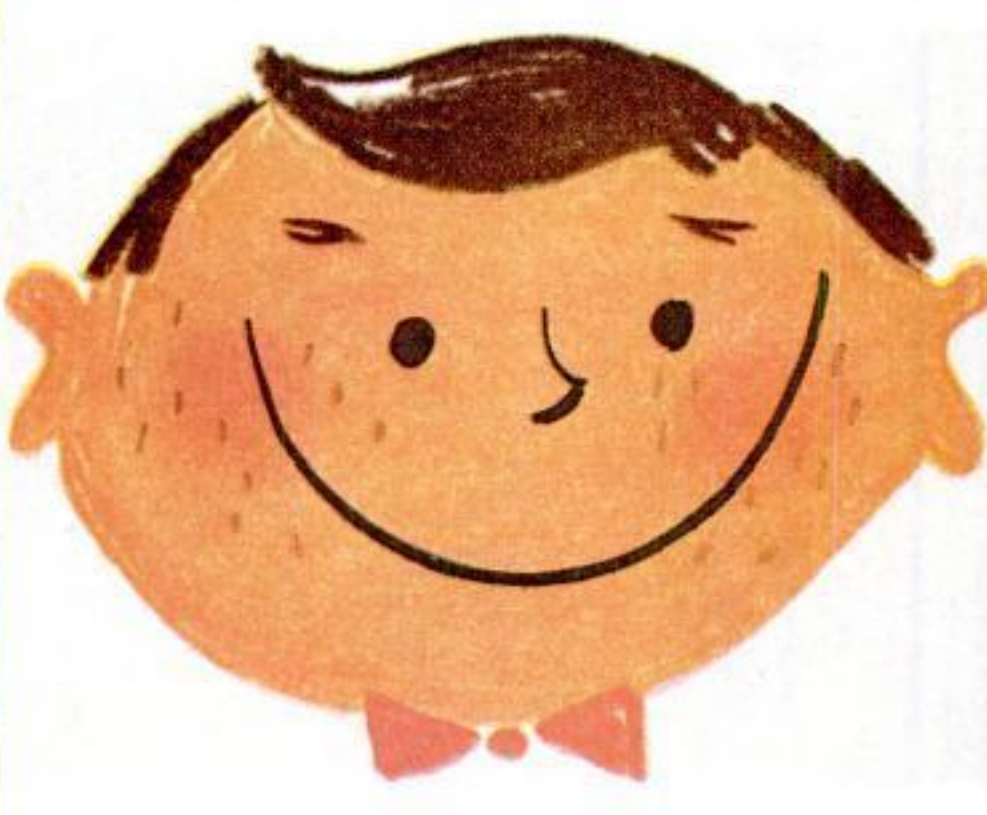
Low-cholesterol diet?

There's no cholesterol at all in bananas. So if your doctor suggests cutting down your daily cholesterol intake, bananas a-plenty are safe -- and ever so satisfying.



Liquid diet?

Be sure to try a banana shake on the days your doctor advises liquids. Just mash a banana with a fork, shake with cold milk and pour yourself a balanced ration.



Got-no-troubles diet?

Bananas are one of the best-tasting foods you can eat any day! Such a happy way to build good nutrition into your daily diet. So help yourself. Havabanana today!

Whatever diet you're on...

Help yourself--HAVABANANA



Help yourself to a slender figure!

Help yourself to new vitality!

Help yourself to better digestion!

Remember--a medium banana
has only 88 calories!

* **Calorie low!** Fruits as a class are low in calories and bananas are a particularly low-calorie food because they are usually eaten straight from the peel with no high-calorie extras added. A medium banana has only 88 calories.

UNITED FRUIT COMPANY

Calorie Low!* Vitality High! Bananas belong in your daily diet!

NEW FROM ROYAL

FOR *Christmas*



The **FUTURA** is the first and only portable with **ALL** the practical features of a standard office typewriter!

Here it is—the first and *only* portable with *all* the hard-working advantages of the best standard office typewriter made! It's Royal's newest—and it's here in time for Christmas giving.

Try the new FUTURA and see how smoothly and effortlessly you can type on Royal's full standard keyboard with finger-flow keys and comfortable keyboard slope. And see how easily you can tailor the keyboard to your own touch by simply moving Royal's Touch Control® lever. Ribbon need

changing? You do it in seconds with Twin-Pak®, without touching the ribbon or smudging your fingers. You set margins automatically with a flick of your finger on the Magic® Margin lever. You set the foolproof, easy-to-use Royal Line Meter to show you how many lines are left at the bottom of your page.

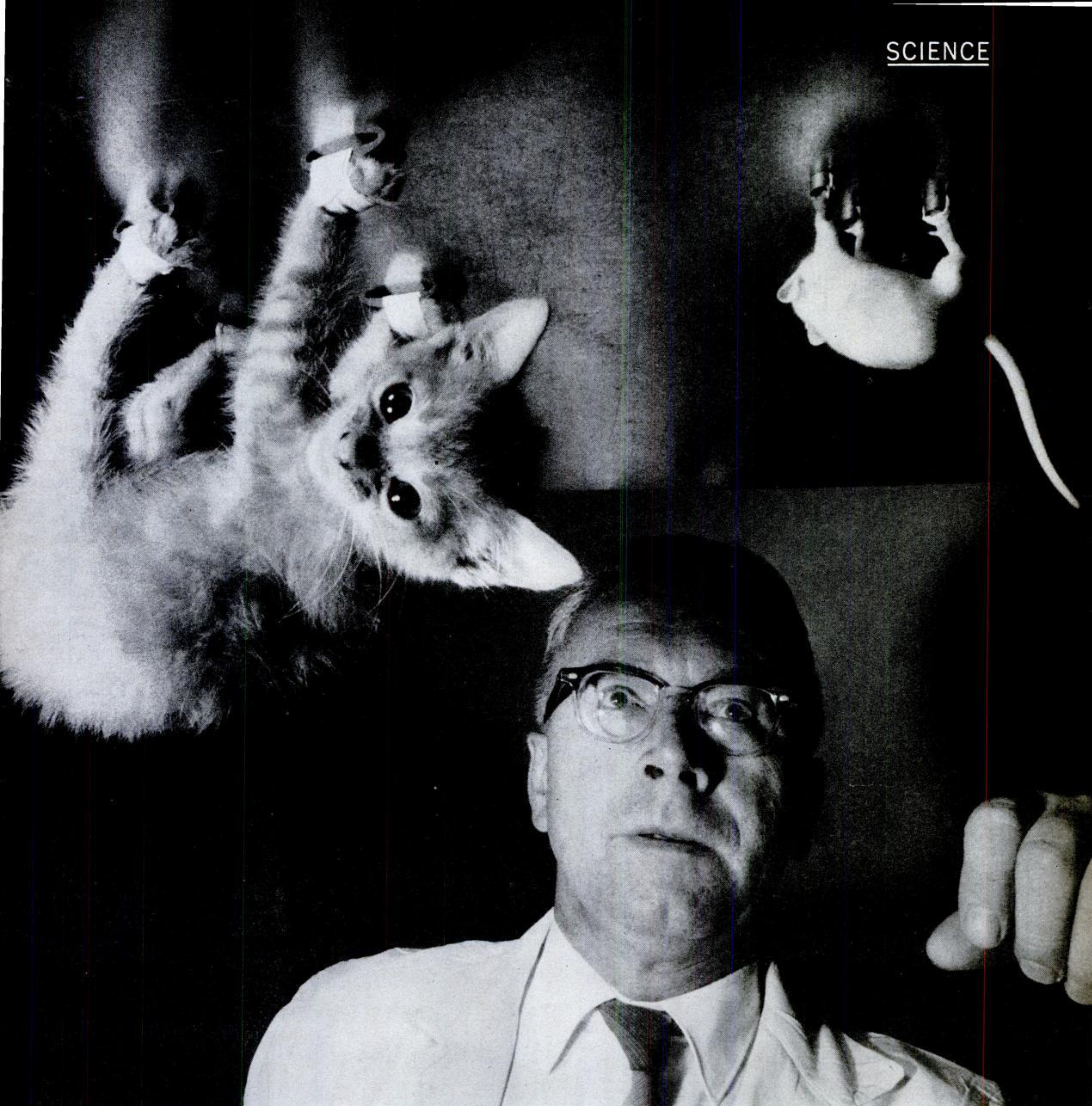
And when you want to tabulate columns of figures, you simply press the Magic Column Set key. Add to all this: one-piece, unitized construction... so rugged it can take all the pounding you can give it.

The new Royal FUTURA makes a very special Christmas gift for students and others who type at home (or in the office). Choose from four gay colors. Ask your Royal dealer for a demonstration—soon.

Also manufactured and sold in Canada.



A PRODUCT OF ROYAL MCBEE CORPORATION, WORLD'S LARGEST MANUFACTURER OF TYPEWRITERS.



DR. DIETRICH BEISCHER, TEST'S DIRECTOR, WATCHES REACTIONS OF KITTEN AND MOUSE AS THEY TRY TOPSY-TURVY WALKING ON MAGNETIZED BOOTS

THE CAT WALKS UPSIDE DOWN

Navy suspends animals by magnets to study disorientation of space flight

The startled kitten above, so bewildered that it ignores a mouse a few inches away, is pioneering an eerie experience similar to one that space pilots may soon have to undergo—the sensation of walking about upside down. It is attempting to move across a sheet of metal while its paws are strapped to little magnets that permit it to lift its limbs with a tug but at the same time keep it safely “grounded” in a topsy-turvy position.

Before the dawn of space flight putting the kitten in this predicament would have been pointless. But today the U.S. Naval School of Aviation

Medicine in Pensacola, Fla., is studying the reactions of animals to this unusual “grounding” and to the disorientation that comes from not knowing which way is up and which down. The purpose is to find clues to how men will react when rocketing through space. Out there man will be weightless and, to keep from floating about in his space ship, may have to wear magnetized boots. He will lose all sense of up and down. If trained to adapt to these strange conditions, he will not get as confused as the kitten and will be able to carry out the experiments that are his mission in space.



Feeling
"HALF-
THERE"
due to
Upset
Stomach?

Settle Your Stomach in Seconds with Milk of Magnesia!

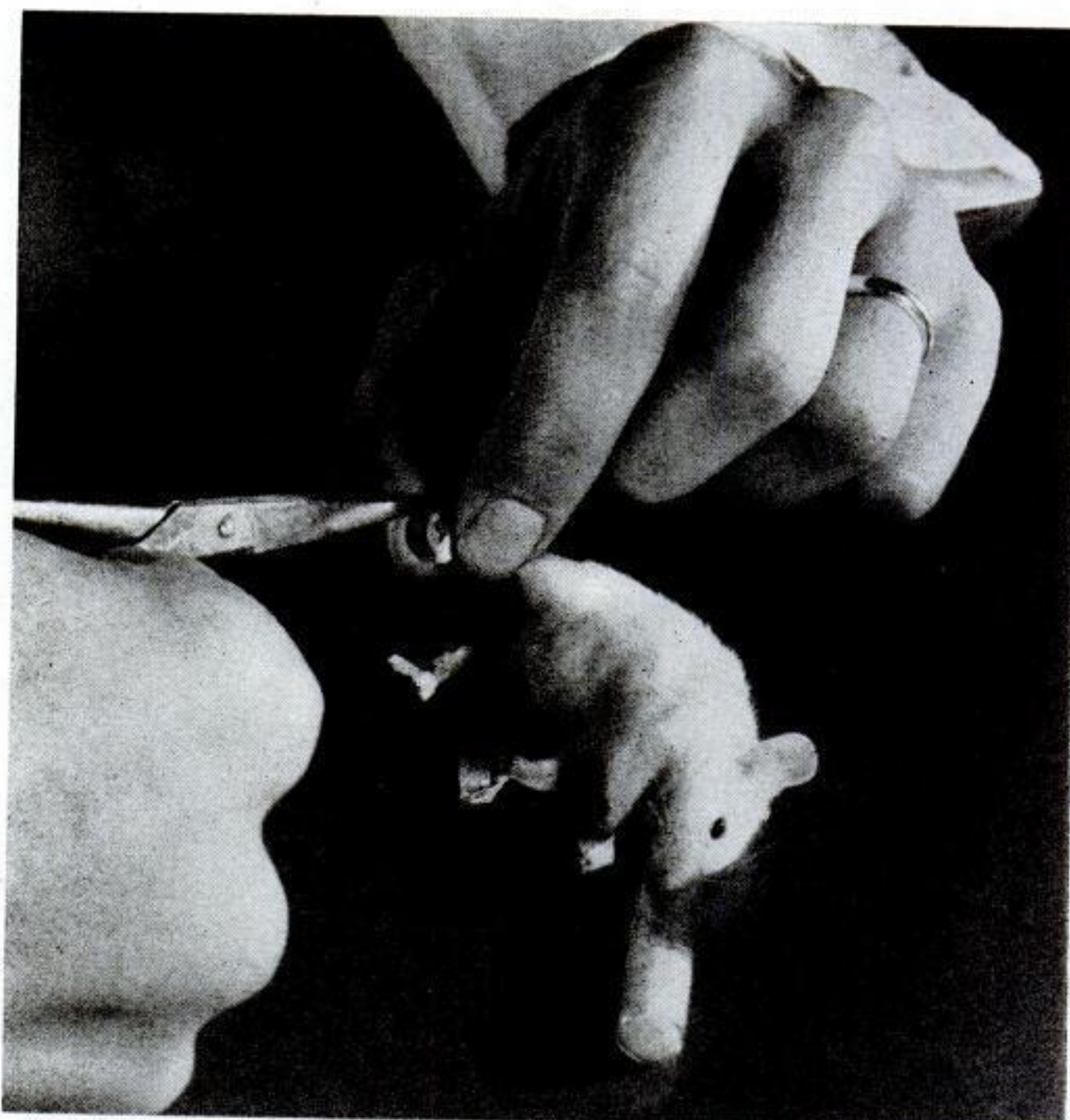
Scientific tests show that Phillips' Milk of Magnesia actually settles your stomach in *seconds*! That's because Phillips' is one of the *fastest, most effective* stomach acid neutralizers ever discovered!

So whenever upset stomach, gas, heartburn or other symptoms of acid indigestion have you feeling only "half there", take Phillips' Milk of Magnesia right away. In almost no time at all you'll be back to normal—feeling bright and chipper again. Get Phillips'—either regular or in new, mint-flavored form that tastes delightfully clean and refreshing.

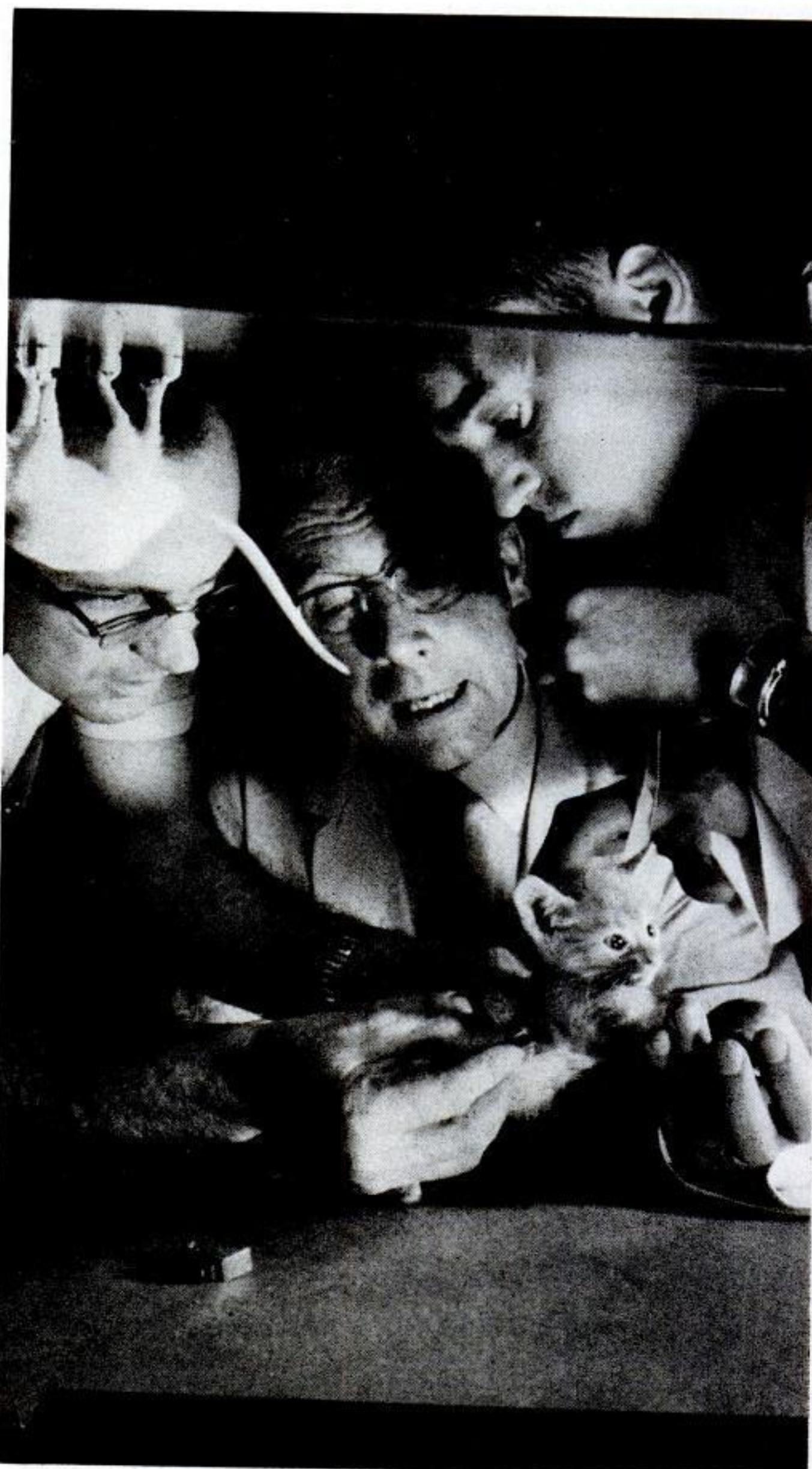


PHILLIPS'
Milk of Magnesia
REGULAR • FLAVORED

UPSIDE-DOWN CAT CONTINUED



ATTACHING MAGNET before test, scientist keeps mouse's nose in tube containing ether to quiet animal. Each magnet weighs 1/25 of an ounce.



STUDYING HEARTBEAT after test, Dr. Beischer and helpers take cat's electrocardiogram. It was extremely fatigued by effort of upside-down walk.



SONYA STARR, student, Thomas Starr King School, Los Angeles, says: "When ugly blemishes appeared, I just couldn't face my friends. My mother bought many, many remedies, but nothing seemed to work until we used Clearasil. With Clearasil, my complexion soon had a 'new look,' and I soon had a new outlook."

Sonya Starr

SCIENTIFIC CLEARASIL MEDICATION

'STARVES' PIMPLES

SKIN-COLORED, Hides pimples while it works

CLEARASIL is the new-type scientific medication especially for pimples. In tubes or new squeeze-bottle lotion, CLEARASIL gives you the effective medications prescribed by leading Skin Specialists, and clinical tests prove it *really works*.

HOW CLEARASIL WORKS FAST



1. *Penetrates pimples.* 'Keratolytic' action softens, dissolves affected skin tissue so medications can penetrate. Encourages quick growth of healthy, smooth skin!



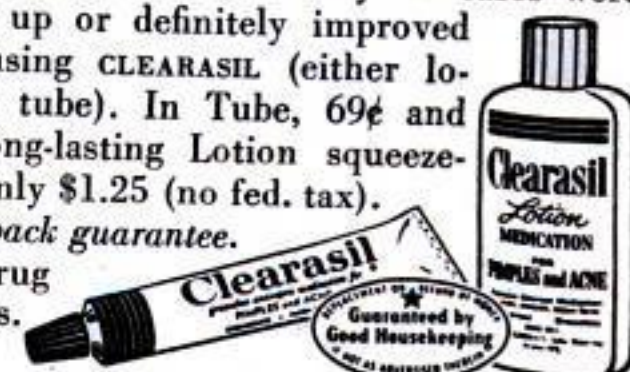
2. *Stops bacteria.* Antiseptic action stops growth of the bacteria that can cause and spread pimples . . . helps prevent further pimple outbreaks!



3. *'Starves' pimples.* Oil-absorbing action 'starves' pimples . . . dries up, helps remove excess oils that 'feed' pimples . . . works fast to clear pimples!

'Floats' Out Blackheads. CLEARASIL softens and loosens blackheads so they float out with normal washing.

Proved by Skin Specialists! In tests on over 300 patients, 9 out of every 10 cases were cleared up or definitely improved while using CLEARASIL (either lotion or tube). In Tube, 69¢ and 98¢. Long-lasting Lotion squeeze-bottle only \$1.25 (no fed. tax). Money-back guarantee. At all drug counters.



SPECIAL OFFER: For 2 weeks' supply of CLEARASIL send name, address and 15¢ to Box 9-FA (for Tube) or Box 9-FB (for Lotion), Eastco, Inc., White Plains, N.Y. Expires 1/15/59

FOR
JUST
PENNIES

RELIEVE COUGHS
DUE TO COLDS!
At your corner store
or supermarket
Only 49¢

G. E. LABORATORIES • SHAMOKIN, PA.

TROUTMAN'S COUGH SYRUP

Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

YOUR \$50

... ten years from now will be worth more or less, depending on *how you plan*. Learn how to plan wisely. Consult the 384-page guide, **INVESTMENT COMPANIES**. You can read it *free* at your public library, many banks. Or for further information about this book, write **Arthur Wiesenberger & Co., Dept. L-1, 41 Trinity Place, New York 6, N.Y.**



You tend to slump, you feel older, look older when you sleep on a too-soft mattress. That's because your posture muscles can't relax on a mattress that doesn't give proper support. Those muscles have been working all day to hold you up. If they can't relax at night, they grow constantly weaker, often ache in the morning.



You look better and feel better when you sleep on a *Posturepedic*. The buoyant but healthfully firm support of this unique mattress—designed in cooperation with orthopedic surgeons—keeps your body aligned. Posture muscles relax and regain their tone. You sleep in relaxing comfort... with better posture as a plus.

Actually, you can help your posture while you sleep...on a Sealy Posturepedic® ...and prevent morning backache, too!



The Posturepedic sleeps you... keeps you... at your level best



NO MORNING BACKACHE
from too-soft mattress.
Don't risk it! Get your
Posturepedic now!

The extra firm mattress that's comfortable

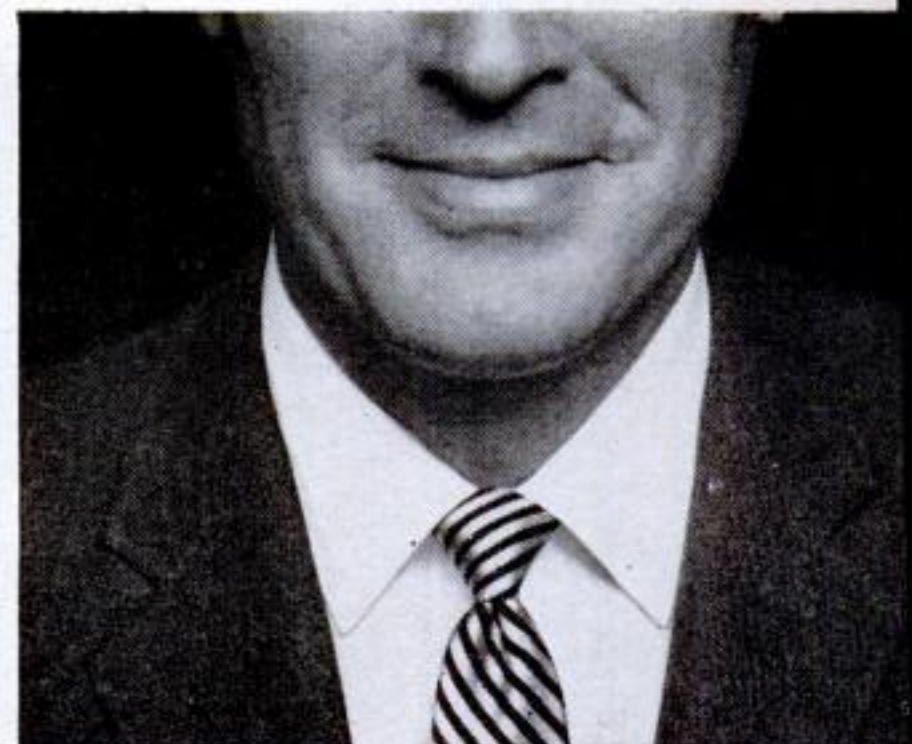
You'll find that the scientific support of a *Posturepedic* is supremely comfortable. Deep-spring resiliency—no bedboard hardness. Smooth, soft surface—no buttons, no bumps. A luxurious *Posturepedic* is

actually economical to own. It outlasts ordinary mattresses by many, many years. So why wait? See it, lie down on it, at a nearby store today. Remember, *only* Sealy makes the *Posturepedic*! \$79.50 always.

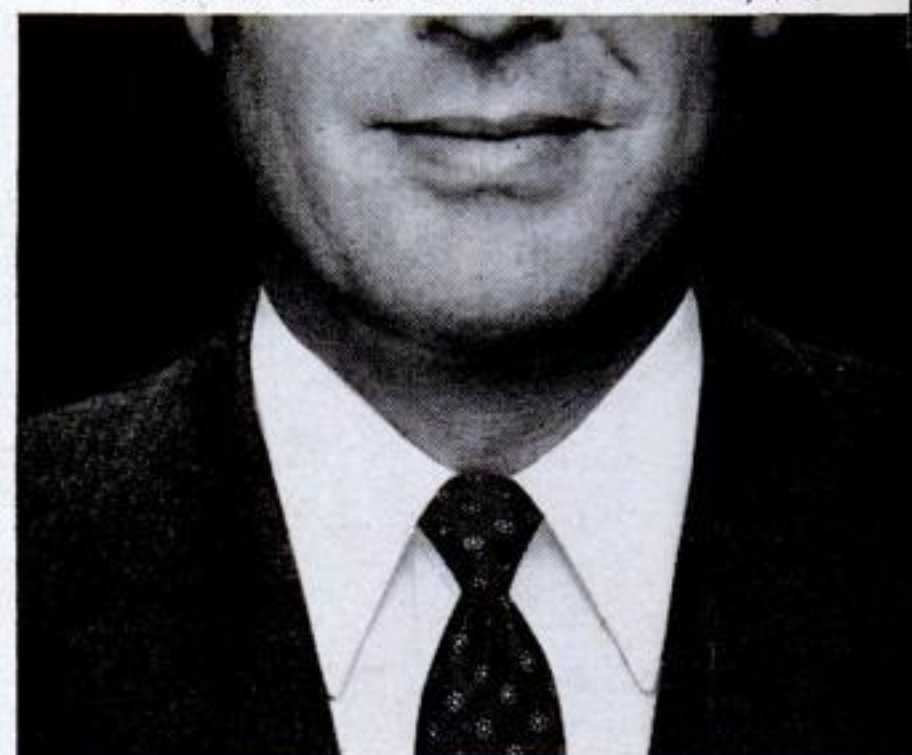
© T. M. Reg. U. S. Pat. Off.
© Sealy, Inc., 1958



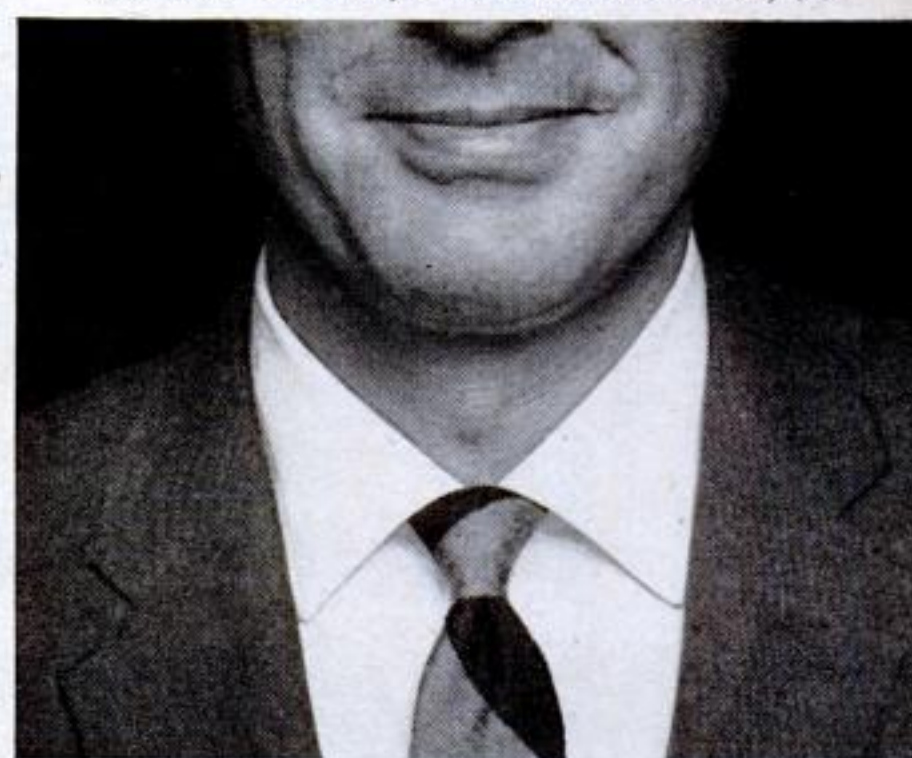
ARROW WHIP, soft collar, permanent stays, \$4.



ARROW HITT, with nonwilt collar, \$4.



ARROW TRUMP, with nonwilt collar, \$4.



ARROW CHASE, luxury fabric, soft collar, \$5.

Arrow all-silk ties, \$2.50.

You can wash these Arrows any way you wish!

It's perfected Wash and Wear in 100% "Sanforized" cotton
...wash by hand or wash and dry by machine, and wear!

Here's Wash and Wear you wash as you please.

And with it, you get the *extra* qualities that make men prefer Arrow 5-to-1—plus the world's widest selection of collar styles—plus new convertible cuffs you can button or use with links. *Most styles at new low price of \$4.*

This is *perfected* wash and wear. 100% combed cotton

broadcloth with a smooth, luxury feel. You can wash these shirts by hand, wash and dry by machine (using the new wash-and-wear cycle), or send them to the laundry.

Nobody but Arrow could bring you such a shirt. Nobody else *has*. See it in your favorite Arrow collar styles today. Ask for Arrow "Time-Savers." Bring home a boxful!

Cluett, Peabody & Co., Inc.

→ARROW→

first in fashion



Men prefer Arrow 5-to-1 because of perfect collar fit, shoulder line contour, Mitoga tailoring to conform with natural body lines, tapered sleeves, anchored buttons, and "Sanforized" fabrics.



DEBBIE SHEDS HEADFUL OF HAY AS SHE IS GIVEN PRACTICE TOSS BY UNDERSTUDY AND THREE STRONG FARM BOYS

Debbie Back with a Bounce

Like a good trouper Debbie Reynolds was back at work again. Her marriage to Eddie Fisher and the first bleak days after its breakup were behind her. Ahead of her was a job and she was already tackling it with real bounce.

This was the filming of a saucy comedy called *The Mating Game*, adapted from a novel by H. E. Bates, *The Darling Buds of May*. Debbie plays a frolicsome farmer's daughter who chases the local tax collector,

conquers him and, with his help, gets her pa a permanent tax exemption. But before chasing she is chased and tossed by three eager yokels in a series of strenuous barnyard roughhouses on the M-G-M lot.

Debbie insisted on taking all her haystack tumbles personally without help from a stuntwoman. "Why not?" she asked. "I'm an old vaudevillian. Besides I've had my two children and I'm not married anymore." For a look at her youngsters turn the page.

CONTINUED

GIVE

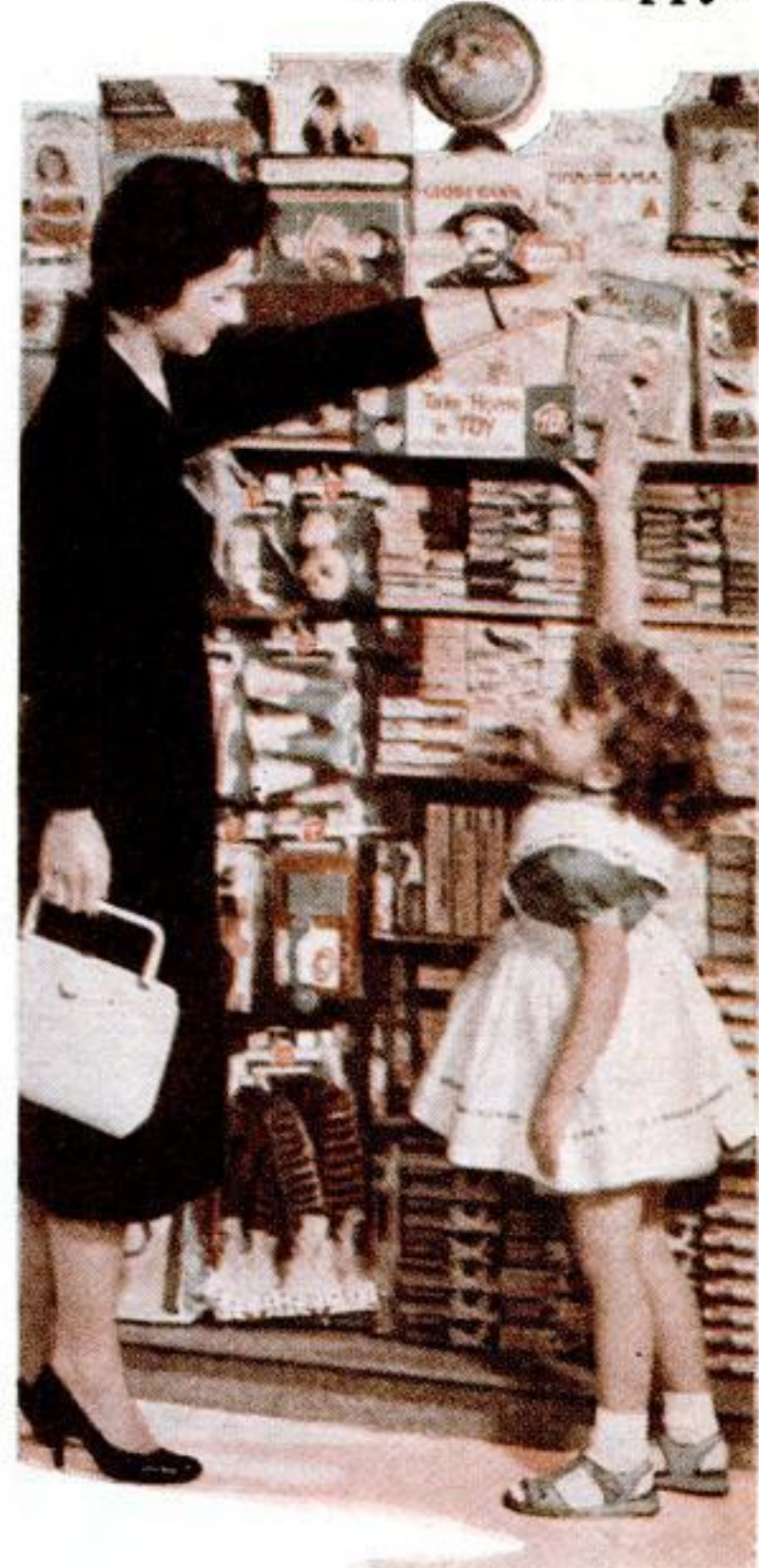
popular
priced

play-tested



TOYS
this
SEASON

make more
children happy!



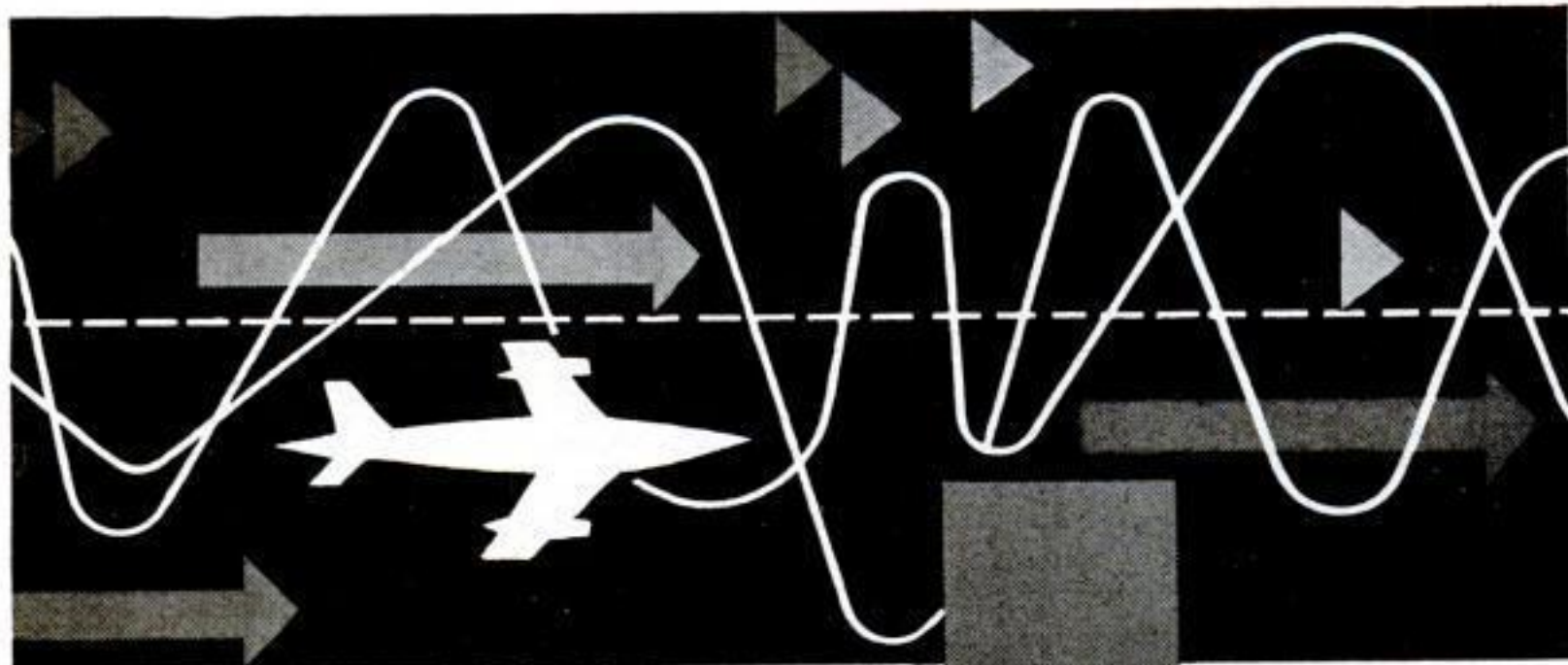
*Good Toys Need
not be expensive!*

When you select toys bearing the TOY HOUSE play-tested label of approval, you know they are good . . . sanitary . . . safe . . . certain to be enjoyed with lasting play interest. Look for the helpful age-grouped TOY HOUSE label on self-service displays in your favorite food, drug, or department store.



THE TOY HOUSE is a registered Trade Mark of
WORLD TOY HOUSE, INC.
SAINT PAUL 2, MINNESOTA

You have 3 good reasons to prefer an Enicar watch



Technical supremacy thanks to ultrasonic waves

The introduction of the use of ultrasonic waves for cleansing watch parts marks a giant step toward perfection. This process, followed by a special chemical coating action, gives watch lubricants three times their effective life. Ask for ENICAR: the watch of technical superiority.

ENICAR is one of the largest manufacturers of Swiss watches. Streamlined production methods coupled with highest quality standards mean money saved for you. Ask for ENICAR — high quality, economy prices.

ENICAR watches are sold in 70 countries throughout the world by watchmaker-jewellers carefully selected on the basis of professional qualifications and reliability. Ask for ENICAR — a watch with a reputation for quality.

Keep these advantages in mind — when you choose an ENICAR, you will know what you are getting.

ENICAR WATCH CORP., 681 Fifth Avenue, New York 22 - N.Y. and Lengnau (Switzerland)



ENICAR SHERPA—the watch preferred by sportsmen everywhere, carried by members of the Swiss Expedition that conquered Mt. Everest; the official watch of the Swiss-Finnish-Swedish International Geophysical Year Expedition. High precision ultrasonic movement. Seapair! case 100% waterproof as long as crystal remains intact and case is opened and closed by a competent jeweler.

ENICAR
ULTRASONIC



One hand operated

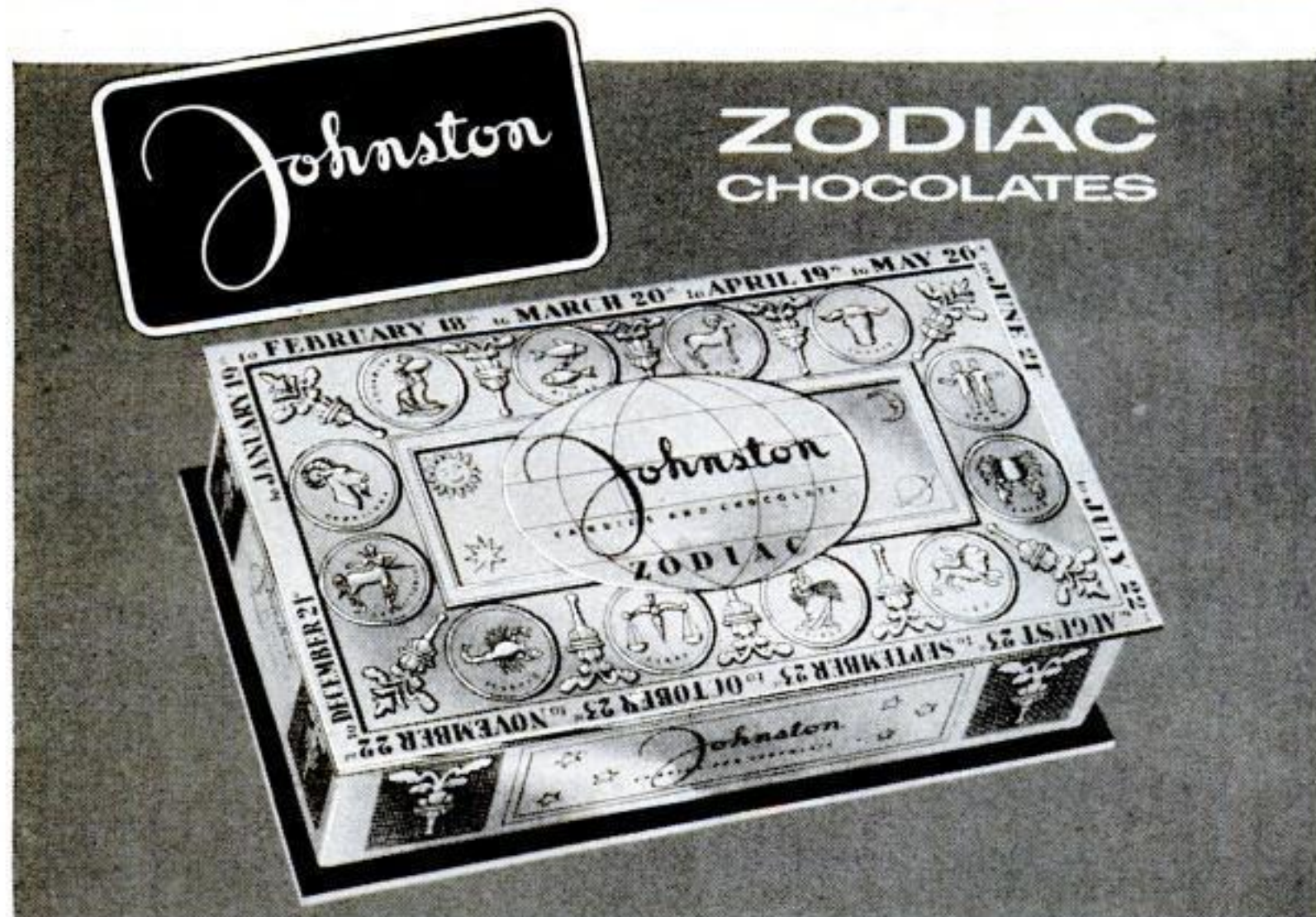
1/4" to 9/16" staples

ARROW STAPLE GUNS

Shoot a staple wherever you'd drive a nail
...10 times faster! Cheaper! Better!

Over 30 models to choose from.
At hardware, building supply, stationery dealers.

Arrow Fastener Co., Inc. • 1 Junius Street • Brooklyn 12, N. Y.
Pioneers and pacesetters for over a quarter of a century



When the occasion suggests the very finest, choose Johnston Zodiac chocolates: 20 different flavors dipped in pure chocolate. Regular size box, \$2.00; large box, \$4.00. Johnston also offers delicious French Dipped chocolates at \$1.75. Home made Swiss Style creams, regular size box, \$1.25; large box, \$2.50.

JOHNSTON BISCUITS, CANDIES, CHOCOLATE — MILWAUKEE, WIS.



TROUTMAN'S
Cough Syrup

PLEASANT TASTING
USED BY MILLIONS

Only 49¢ a bottle



Guaranteed by
Good Housekeeping

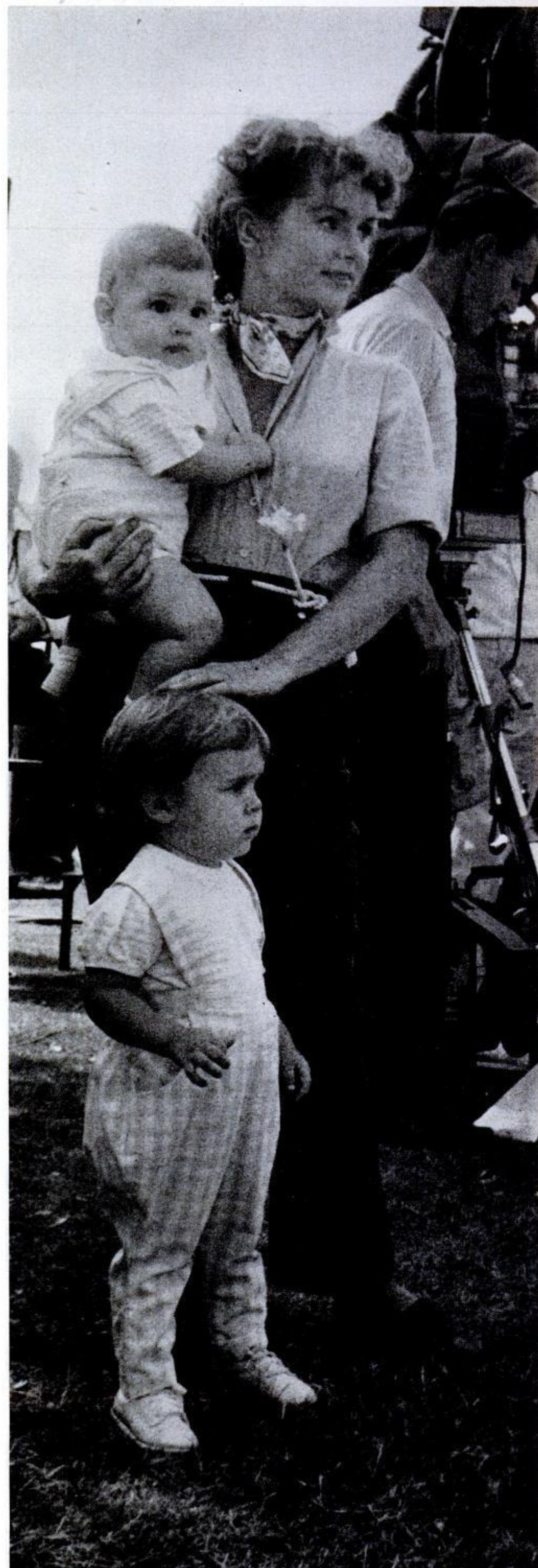
At your corner store or supermarket
G. E. LABORATORIES SHAMOKIN, PA.



Guaranteed! "Pin Cannot Pass Thru Head"

AMERICAN TACK CO., New York 10, N. Y.
Thumb Tacks • Upholstery Nails • Ball Casters • Furniture Glides

DEBBIE CONTINUED



BETWEEN TAKES Debbie mothers her children, Carrie, 2, and Todd, 7 months. On a movie lot for the first time in their lives, the children loved it.



This is what we work for at Parke-Davis

... the better health and longer life that come with better medicines

He's facing one of life's first challenges head-on. In the years ahead, he will face many bigger challenges. Chances are he'll lead the life of a healthy, vigorous boy and man. And when occasional illnesses occur, he'll have plenty of help from better medical care and knowledge—and better medicines.

It wasn't always this way. Back when his father was a boy, diseases we've almost forgotten attacked whole families—men, women, and children.

Today this picture has changed. Physicians know much more about how to diagnose diseases accurately and, with better methods of treatment and today's better medicines, can do much more

to conquer them. For example, in the broad field of infections, with the prompt employment of sulfa drugs and the new antibiotics, critical illnesses seldom develop. If treated in time, patients usually recover without serious consequences.

Along with advances in diagnosis and treatment, better medicines help make the difference.

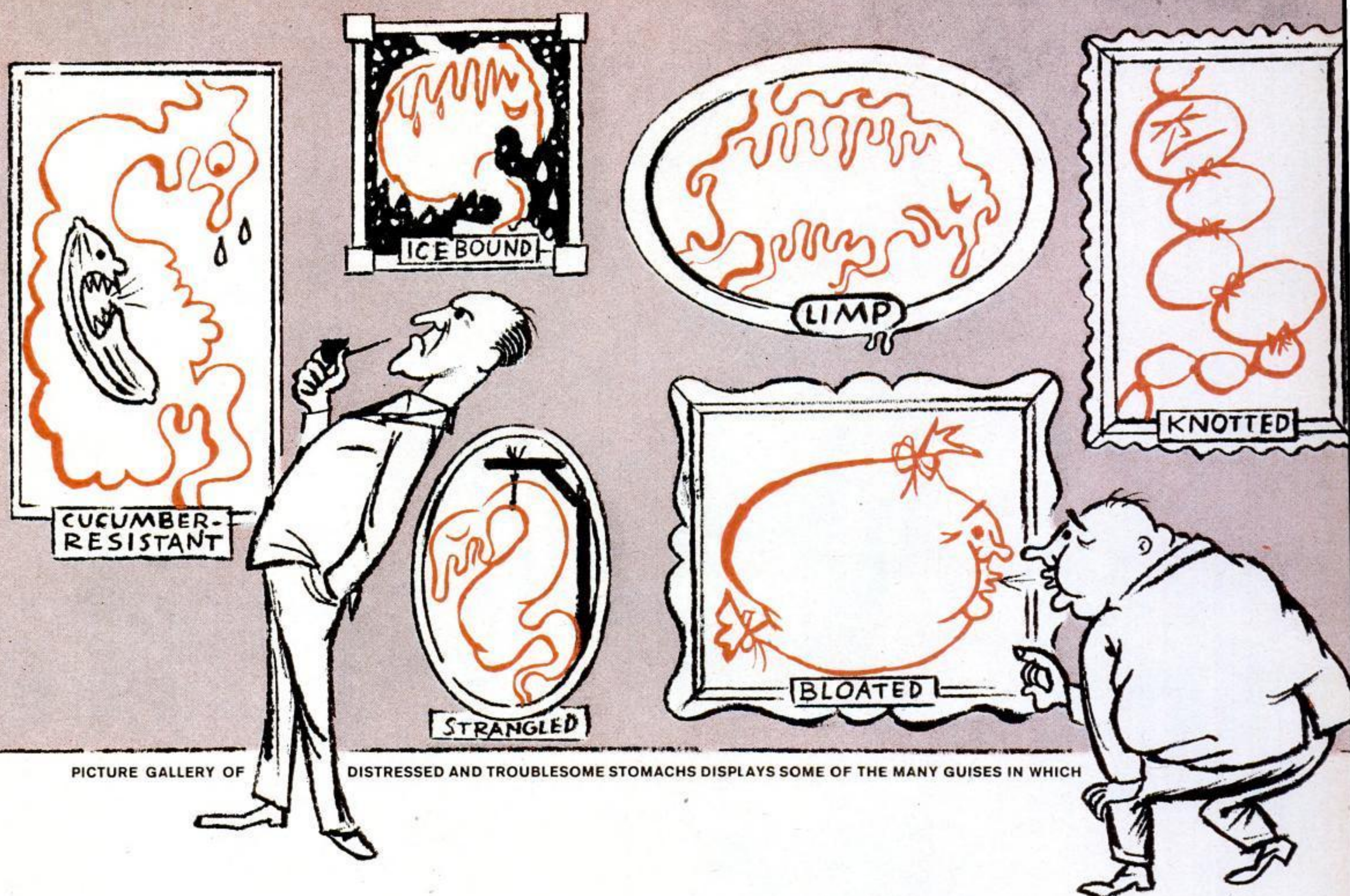
Copyright, Parke, Davis & Company, Detroit 32, Michigan

PARKE-DAVIS

... PIONEERS IN BETTER MEDICINES SINCE 1866



In their quest for new antibacterial agents to combat infections, Parke-Davis researchers tested more than 34,000 potential antibiotics and over 8,000 synthetic chemicals during the past year.



Mysterious Stomach

MUCH-MALIGNED ORGAN IS ACTUALLY TOUGH AND TRUSTWORTHY

JUST inside the left rib cage of the human body, about one inch east of the solar plexus, lies a writhing, open-ended pink sac, one of the strangest and least understood parts of the anatomy. It is perhaps the most familiar of all the internal organs, since it sharply reminds its owner of its presence at precise intervals during the day. But few people could locate it with accuracy and even doctors have some trouble describing it. It is large at some times, small at others, occasionally distended, sometimes limp—a curious combination of the reliable and the unpredictable.

This odd organ is the stomach, an object of serious concern at one time or another to most of its possessors and an increasingly fascinating target for scrutiny by a growing body of medical specialists known as gastroenterologists.

Last spring almost 2,000 of these experts met in Washington, D.C. at the World Congress of Gastroenterology in a major international effort to clear up some of the mysteries surrounding the stomach, its functions and its illnesses.

To the layman the stomach is an accident-prone, allergy-ridden, acid-haunted troublemaker, and it is blamed for almost everything that goes wrong inside the owner's body.

It appears to be subject to a discouraging variety of unpleasant malfunctions and sensations: nausea, gastritis, food poisoning, ulcers, overeating, heartburn and just plain indigestion. In some people it capriciously rejects food which is welcomed by other people's stomachs. In many people it customarily acts up for no apparent reason whatever.

But most doctors disagree with this lay view. Far from being an uneasy and unreliable source of anguish, they say, the stomach is really exceptionally tough, trustworthy and hard-working. It rarely causes serious trouble, and then only if grossly abused. It will accept without complaint virtually anything its owner passes along to it that is not actually poisonous. It is almost impervious to damage and is, all in all, a most dependable companion.

The role of the emotions

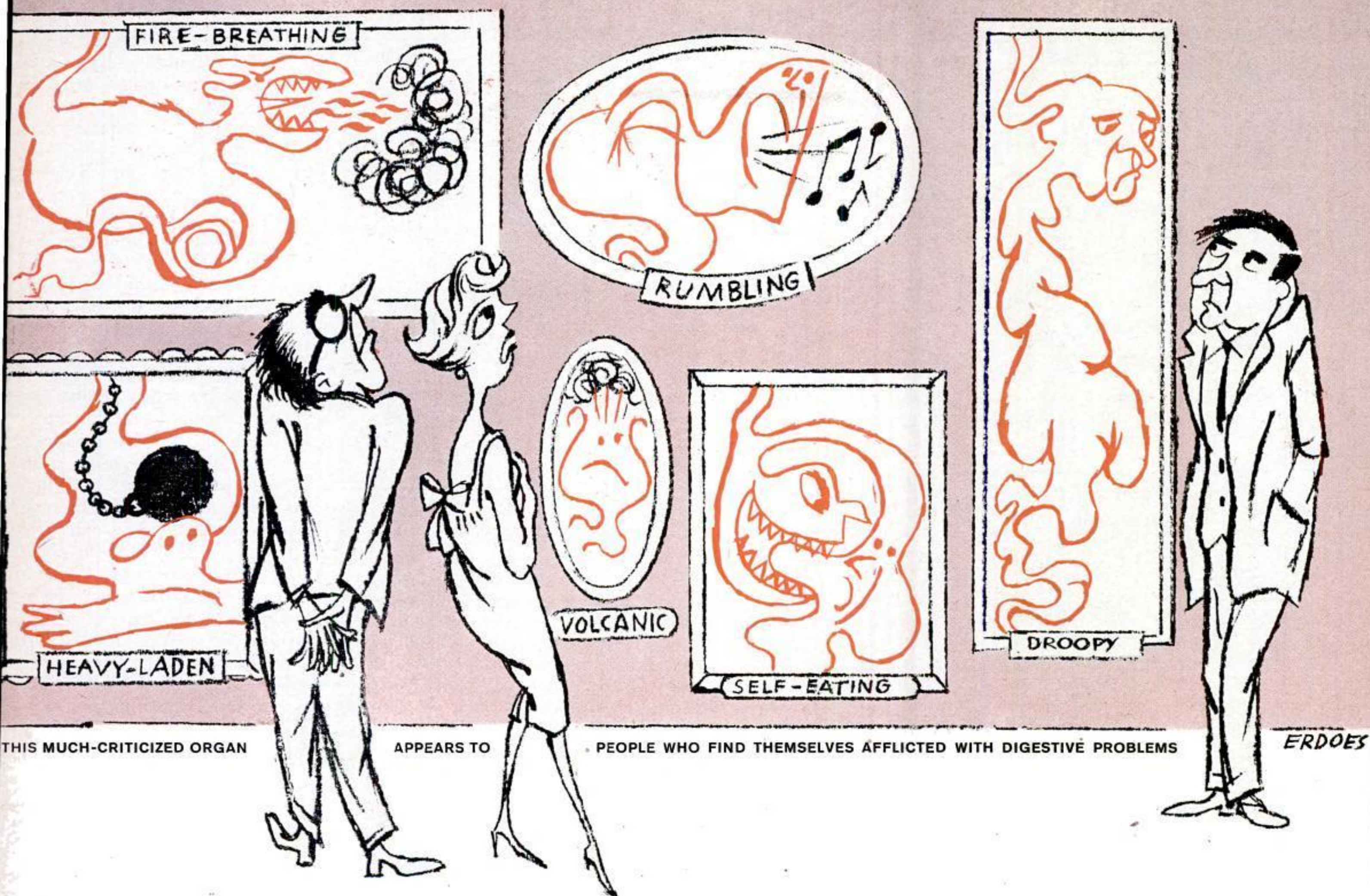
THE specialists do not deny that humans often suffer pains in their stomachs. But a growing number of doctors believe that emotional stress plays at least as great a role in digestive ailments as purely organic causes do. There is still wide disagreement over the precise extent of this role. Some

highly respected doctors say the effect of the emotions on digestive upsets is minor. Others say the stomach itself is almost free from trouble; the blame, they claim, is largely with the brain.

A striking example of brain trouble in the stomach, in the opinion of these latter experts, is the so-called indigestible delicacy, the "rich" food that one member of every crowd has to turn down "because it doesn't like me."

One person cannot eat gumbo without nausea, another cannot eat lobster without excruciating heartburn. Every good food "disagrees" with somebody. The new theory is that this disagreement is far more often mental than physical.

Supporters of this doctrine cite an experiment conducted by Dr. Stewart Wolf, head of the Department of Medicine at the University of Oklahoma medical school and a leading exponent of the mind-over-matter theory of the stomach's ills. The experiment involved a 52-year-old woman who had been suffering for 30 years because milk made her sick. She got sick even when she ate cake that had been made with milk. When her friends tried to fool her by pretending that their pastries were milkless, she would eat a piece and come up with a sick headache.



Always in Trouble

BUT IT MAY BE AN INNOCENT DUPE OF THE BRAIN by RICHARD CARTER

In the interests of science she agreed to submit to tests in which the full panorama of her warfare with milk could be observed by experts. One end of a tube was put down her throat into her stomach. The other end, fitted with a funnel, was hidden behind her. As she lay on the laboratory table, preparing for the worst, a glass of milk and a glass of water were placed at her side, in full view. From his position behind her, the experimenter announced that she would first be given water, "to establish a basis for comparison."

He removed the glass of water from the woman's sight, leaving the milk in place. Then he surreptitiously got rid of the water and poured the contents of a second glass of milk into the funnel and down into the woman's stomach.

An allergy to water

THE results were dramatic: nothing happened. Two and a half hours later the woman went home, feeling fine. She came back the following week, still feeling fine. Again she swallowed the tube and lay down. This time the researcher pretended to be pouring milk into her stomach but substituted plain water.

Within 25 minutes the woman was violently ill.

"That woman," said Dr. Wolf, "was about as sensitive to milk as you can get, except that her sensitivity was to the word 'milk,' or the idea 'milk.' It had nothing to do with her body's natural responses to milk. The reason this woman got sick after eating cake that had been misrepresented as milkless was probably that she could taste the difference. Or perhaps her friends were not as poker-faced as they thought they were. In any case milk disagreed with her only because she had made up her mind that it should."

Doctors have also been coming in recent times to a number of other surprising discoveries about the stomach:

► Its purpose, which most laymen would describe without any hesitation, is actually something of a mystery to doctors. The organ has surprisingly little to do with digestion. Indeed, some people get along with practically no stomachs at all.

► Present in this astonishing organ is an acid so corrosive that it would blister your palm in an instant. Also present is a protective substance so effective that virtually nothing can penetrate to the stomach walls—including the acid.

► One person's stomach will react to a given kind of trouble by churning up a storm. Another's will do exactly the opposite: it will respond to the same stimulus by going completely limp.

► There is evidence that people with ulcers can safely eat practically any food as long as they eat it often enough.

Perhaps the most illuminating finding of modern medical experimenters is that the normal undiseased stomach is impartial to foods. That is, it processes without difficulty any material which is, a) commonly classified as edible, b) not extremely hot, cold or corrosively spiced and c) not eaten under emotional circumstances so pressing that the diner's anxiety disturbs his digestive nerves and muscles.

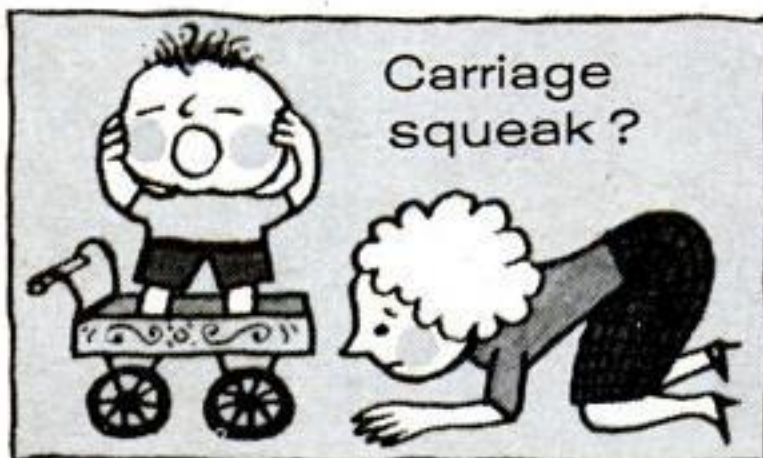
Blowtorch and roller coaster

EMOTION makes trouble even in the most carefully coddled stomach. The kind of trouble depends on the nature of the stress. For example: two workmen are sharply chastised by their boss. The stomach of one may feel as if there is a blowtorch or a volcano in it, while the other's stomach feels as if it has had five rides on the roller coaster. The first man is angry. In this situation

FIX-IT TIPS with "3-in-One" oil



It'll swing easily and quietly with one application of "3-in-One" Electric Motor Oil. Perfect for all heavy-duty uses.



Quiet it down by oiling the wheels and springs with long-lasting "3-in-One" oil. Doesn't gum up. Keeps rust away.



Limber it up by putting "3-in-One" oil on the moving parts. Works into hard-to-get-at places. Highly refined, it's clean.



Stop it with "3-in-One"—the oil that contains a rust inhibitor. Overall oiling is extra easy with new Oil-Spray container!

"3-IN-ONE"

is the one oil that:

POLISHES
PENETRATES
LUBRICATES
PREVENTS RUST



You need all three: "Regular" for most household items; "Electric Motor Oil" for heavy-duty; new handy spray can for hard-to-get-at places.

STOMACH CONTINUED

his stomach boils combatively, turns fiery red and splashes acid around the innards. The man with the butterflies in his stomach, on the other hand, is more frightened than angry, and his stomach lies still and pale, nauseated and in abject surrender. In some people the same emotions may produce opposite physical reactions: anger causes nausea, fear causes violent churning.

The stomach is often unjustly blamed for the derelictions of other organs. In heart trouble the misplaced blame can be catastrophic. People have died because angina pectoris was mistaken for indigestion, or coronary thrombosis for a severe stomach upset. A malfunctioning liver, pancreas, gall bladder or kidney may send out danger signals which only a doctor can distinguish from stomach trouble. In such cases the pain the sufferer feels may actually occur in the region of the stomach—telegraphed there by the nerves—although the trouble is elsewhere. The same difficulty sometimes occurs in cancer, appendicitis, hernia, polio, pneumonia, mumps, spinal tumors and tuberculosis of the bone.

In these cases self-diagnosis and self-treatment may be dangerous. Instead of drinking milk to "give the stomach a rest," the sufferer should be at the doctor's. On the other hand, if the upset is the more common, psychic kind which leads to overproduction of stomach acids, the milk cure often works—because it both neutralizes the acid and appeases the mind.

Naturally, not even the most ardent advocate of the mind-over-matter, or psychosomatic, concept of digestive trouble would insist that all stomach distress is emotional. A person can be made highly uncomfortable, for example, by extreme overeating, in which the mind's only role is in overestimating the capacity of the stomach. The discomfort is caused simply by the stretching of the stomach's muscles to accommodate the unaccustomed quantity of food.

Other digestive upsets often stem from the body's effort to rid itself of some kind of poison, virus or bacteria. Perhaps the best-known example of this is the illness we commonly call "flu." The diarrhea and vomiting which accompany this ailment are part of a reflex action set off when virus gets into the intestinal walls. The body automatically tries to throw off the infected material. The same is true of food poisoning: the body reacts violently—and often painfully—to rid itself of the infectious matter as quickly as possible.

Since it is the intestine that does most of the reacting (and hurting) in the case of food poisoning and virus illnesses, these sicknesses should not really be blamed on the stomach at all. But people who expect the worst of their stomachs are very free with their criticism. They tend to diagnose as stomach trouble any discomfort that is located



BUTTERFLIES in the stomach afflict man who reacts with fear when a wrathful police officer hawls him out for jaywalking.

and transitory swellings, indentations and curves.

Its capacity varies greatly. Depending on heredity and eating habits, the average stomach may hold from one to three quarts of food and drink, though the stomachs of some chronic overeaters are said to be capable of accommodating as much as six quarts, having been stretched by years of gourmandizing.

The walls of this open-ended sac are thick and resilient and consist of several layers. The innermost is a soft, slick mucous membrane of many creases and folds, richly supplied with blood vessels, nerve fibers and glands which secrete gastric juice. Wrapped around this membrane are three sets of muscle which, in response to the commands of the central nervous system, cause the stomach's characteristic milking, kneading motion. Outside the muscles is a protective sheath called peritoneum, which is like tough cellophane.

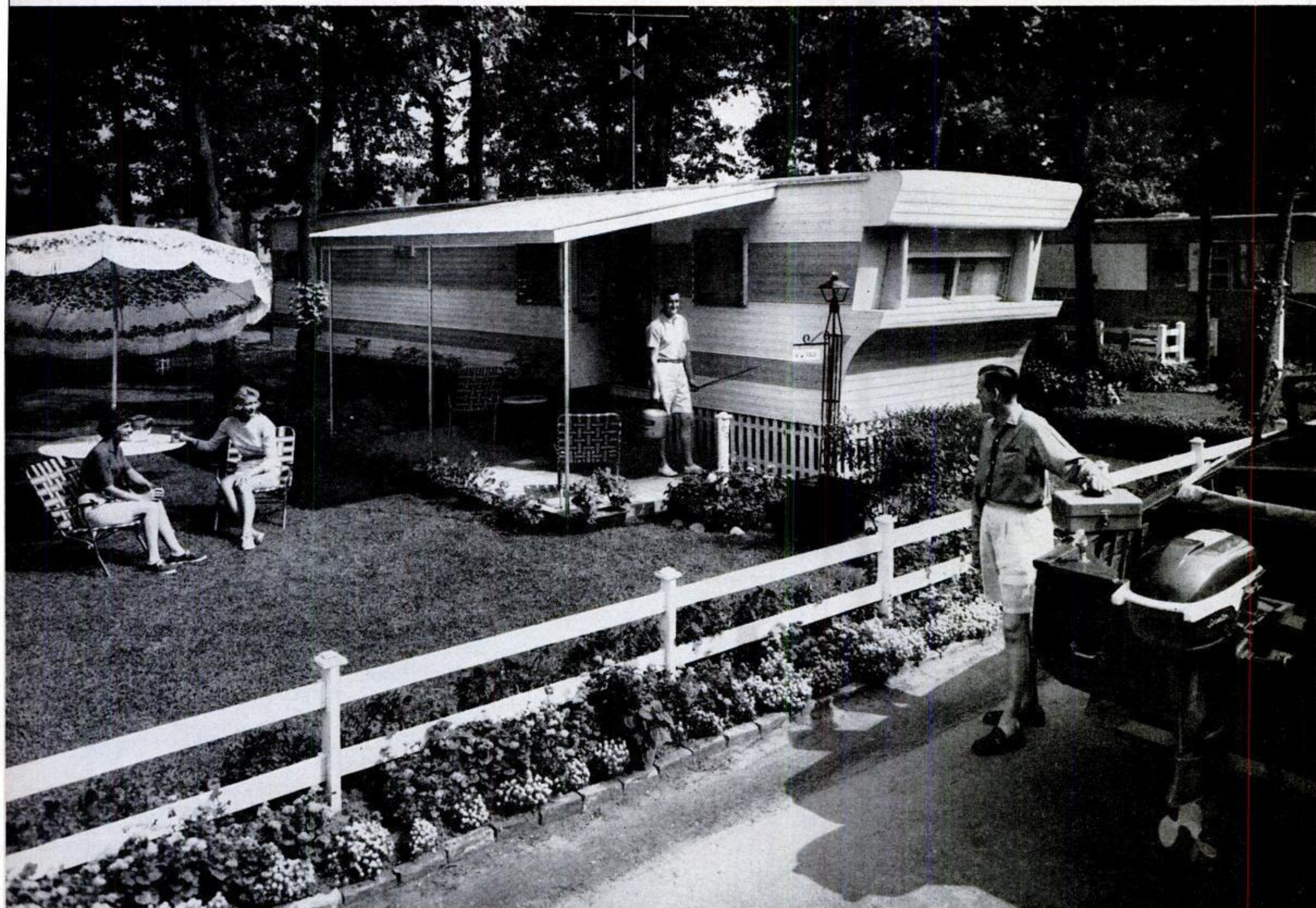
The full purpose of this elaborate arrangement is not known. The stomach is just one stop in an elaborate digestive process by which food is broken down so that it can be absorbed by the body as nutrition. Doctors are still trying to find out just how important the stomach is in this process. Judging by what is already known about its functions, it seems to do much less digestive work than the intestines.

When food enters the human system it is first lubricated with saliva and ground by the teeth into small pieces. After it is swallowed, it moves down the gullet and is conveyed to the stomach by wavelike muscular contractions known as peristalsis. The 9- or 10-inch journey down the gullet takes between four and eight seconds.

The food is now at the upper opening of the stomach, an entryway that opens or closes under the grip of a surrounding muscle. Before the meal's first mouthful has reached this point in its travels, and even before the food has so much as been placed on the table, the



VOLCANO erupts in the stomach of the man who responds to policeman's shouts by becoming angry instead of being fearful.



Photographed at Better Mobile Home Park, Springfield, Mass.

This is attractive suburban life in Mobile Home Parks

A GROWING LIVING TREND WITH
GOOD-LOOKING PROPERTY, UP-TO-DATE HOMES

IT'S A GOOD LIFE in these modern friendly communities. The new mobile home parks offer beautiful landscaping, recreational facilities, even swimming pools in some places. You have your own backyard—for anything from croquet to growing your own peonies.

Mobile homes have the best features of a new ranch home. Smart furnishings, the most modern kitchens. You can have a waist-level range and oven, large capacity refrigerator, disposal, formica counters, lots of cabinet space. There's a complete bathroom with tub

and shower. Automatic heat, air-conditioning, built-in TV, automatic washer-dryer if you choose. And mobile homes are roomy—many measure 10' by 50'.

You pay for your home, furnishings, and appliances in *one* price. It may cost you only \$75 a month or less. You avoid large long-term debt.

NOTE: You can find dealers in classified ads of your newspaper or yellow pages of your phone book under "Mobile Homes," "Trailers-House," or "Trailers-Coach."

New business opportunities in mobile home parks

Last year 1 out of 10 housing starts was a mobile home. For people who want to own and operate or to invest only, mobile home parks offer steady, increasing returns.

New modern parks are needed today in cities and towns of all sizes throughout the United States, from those of a few thousand to those of a million or more.

Parks of various sizes are needed — 10 to 50 units, 75 to 100, 250 and up.

Investment in large parks offers outstanding profits—up to 25%.

Or if you're planning to retire, owning and operating a small park gives you a fine source of supplemental income. Moreover, it provides a personal interest for you, as well as a good place to live and meet people.

Send **NOW** for information on planning and building a modern park.

Mobile Homes Manufacturers Assn.
Parks Division, Dept. L-118
Box 1516, Chicago, Ill.

Please send information on mobile home parks as an investment.

Name _____

Address _____

City _____ State _____

Mobile Homes Manufacturers Assn.

Trailer Coach Association OF THE WEST



IF YOU PRIZE IT... KRYLON-IZE IT!

Everyone has a use for

KRYLON® SPRAY PAINTS



Match last year's evening slippers to your new gown with Krylon's 21 beautiful colors. Perfect for lampshades, trays, toleware.



Give that old toilet seat (not plastic) a new lease on life in minutes with quick-drying Krylon. Ideal for clothes hampers, wastebaskets, radiators.



Tired of your kitchen colors? Change them with fast-drying Krylon. Perfect for cabinets, tables and chairs.

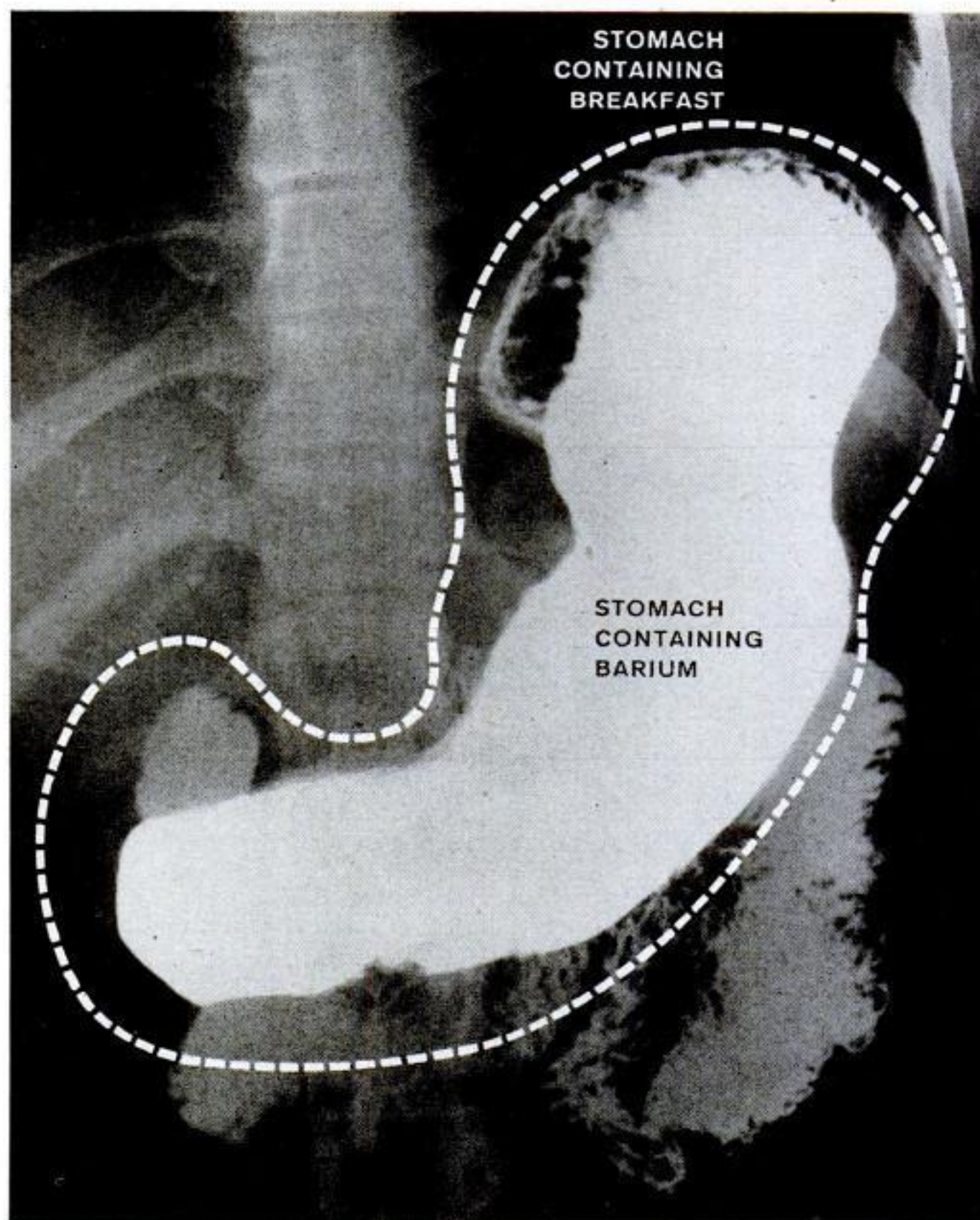


Give your holiday centerpiece the gay personal touch with quick, easy-to-use Krylon. Spray wreaths, toys, outdoor decorations, gift wrappings.

**Perfect painting the
"PUSH BUTTON" way**

21 Decorator Colors, Crystal-Clear, Varnish Sprays
DRIES IN MINUTES!

IF YOU PRIZE IT... KRYLON-IZE IT!



STOMACH
CONTAINING
BREAKFAST

STOMACH
CONTAINING
BARIUM

STOMACH EXPANSION is illustrated by X-ray which shows how organ stretches to accommodate contents. White area within dotted line is stomach holding eight ounces of barium, a chemical taken to make organ more visible in X-ray. Dotted line shows outline of stomach with barium plus breakfast.

STOMACH CONTINUED

stomach has usually begun to writhe expectantly and secrete juice. These activities are touched off by the nervous system after the brain has been excited by the sight, smell or even the thought of food. Whether or not food is on the way, the stomach contracts every three or four hours in an involuntary cycle, causing the sensation known as hunger pangs. (A stomach that is excited by strong emotion may become *too* active—and hence red and swollen—producing the sharp pain which we commonly associate with gastritis.)

The most remarkable thing about the stomach is its juice, the principal constituent of which is a hydrochloric acid powerful enough to cause a second-degree burn. When bathed in this corrosive fluid and crushed by peristalsis, the toughest meat soon loses its individuality and becomes part of a gray mush called chyme. Enzymes contained in the gastric juice help the chemical breakdown.

The best-known enzyme is pepsin, which helps the acid break down meat and other proteins. Another is rennin, which works on milk and is so potent that it can curdle an amount 500,000 times its own weight. A third is lipase, which is thought to have some preliminary effect on fats. There probably are several more enzymes, minerals and hormones which aid in the nutritional process. The scientific search for them is unremitting: until they are identified and understood, our knowledge of digestion and nutrition will remain limited.

The indigestible stomach

HOW does the stomach manage to avoid being digested by its own secretions? The answer seems to be a marvelously resistant mucus which covers the stomach lining, fending off the hydrochloric acid. This mucus is the refutation of all theories about "irritating foods." Nothing that we swallow at a meal is nearly so irritating as the acid which is present in our stomachs to begin with. The mucus provides as stout an armor against "irritating foods" as it does against gastric juice.

A series of experiments conducted at Cornell Medical College by Drs. Stewart Wolf and Harold G. Wolff indicated that mustard strong enough to blister the skin of the forearm had only the



STOP!

Don't risk tonight's meal in a smoky, smelly oven!

Oven cleaning
is a cinch with
EASY-OFF

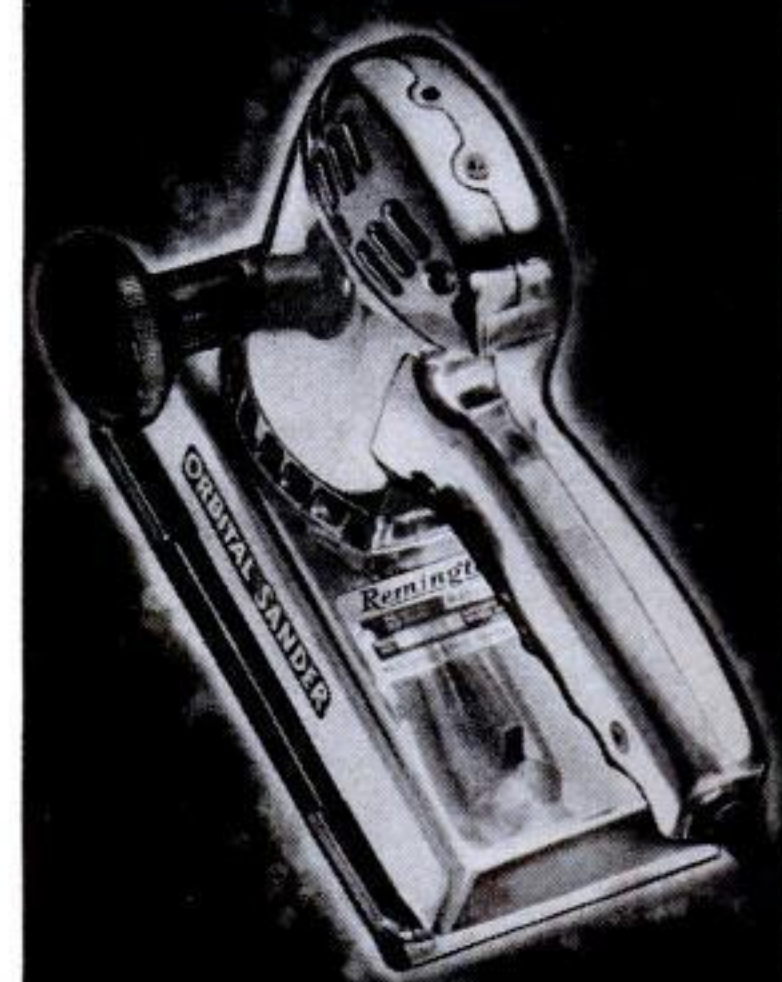
No Steel Wool...
No Razor Blades...
No Ammonia!

EASY-OFF makes ovens sparkle! Just brush on—let set—wipe off. Apply to burners, racks, grills, side-walls. Even baked-on grease wipes away.
8 oz. jar 69¢
... 16 oz. 98¢ ...
free brush attached



LET EASY-OFF DO THE WORK

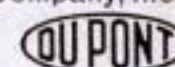
MODEL 25 Remington SANDER



**Gives satin finish
in just seconds**

For a professional, satin-smooth finish without tedious hand sanding. Heavy-duty, but lightweight. Special quick-acting clamps make sandpaper changing easy. With sandpaper 3-conductor cord and adapter. See it at your dealer's... only \$49.95.*

FREE CATALOG on full line of Remington Tools. Write: Remington Arms Company, Inc., Bridgeport 2, Connecticut—famous for quality since 1816.



*Specifications and price subject to change without notice. Price slightly higher in Canada.

CONTINUED

Nobody touches her new Admiral TV...

(it's wireless remote controlled)

New 1959 Admiral TV

High Fidelity Picture! High Fidelity Sound! Son-R Remote Control AT NO EXTRA COST

Announcing the first really new kind of television in 7 years! Brilliantly alive high fidelity pictures and 4-speaker high fidelity sound. And you never have to touch the set. It's remote controlled with the wireless Son-R in your hand.

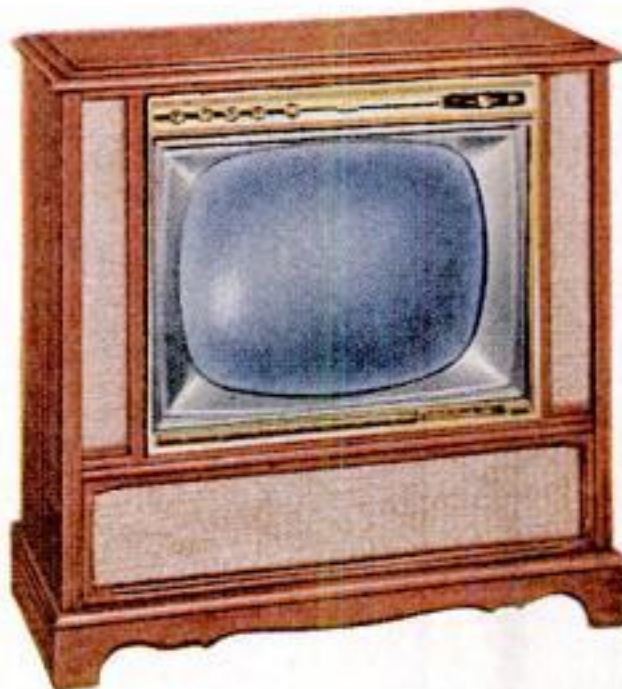
Son-R adjusts volume to not just one level like ordinary remote controls—but to 4 levels! One push button gives you all 4... *silence, whisper-soft, normal talking range, and full room volume.* Ultrasonic magic works silently to turn TV on-off and change channels in either direction. Operates from anywhere in the room. Stations always come in sharply fine tuned!

All this at no extra cost. It's standard equipment on new 1959 Admiral High Fidelity TV. Wide selection of Slimline, fine furniture models with the jeweler's touch. Also decorator-approved Originals. See, hear this new kind of quality TV today.

MARK OF QUALITY **Admiral**®
THROUGHOUT THE WORLD

SOLD IN 90 COUNTRIES...MANUFACTURED IN U.S.A., AUSTRALIA, ARGENTINA, BRAZIL, CANADA, ITALY, MEXICO, PHILIPPINES, AND URUGUAY.

The Rutherford, High Fidelity TV with Son-R.



The Wilshire (CHS21H77) with Son-R. Slimmer than ever cabinet. Mahogany and cherry finished veneers. 4 hi-fi speakers. Extra hi-fi amplifier. 20,000 volt picture power. Touch-a-matic bar tuning. Stereophonic phono jack. New 110° picture tube. 21 in. overall diagonal, 262 sq. in. viewable area.

Push button...click...there's your channel! Tune perfectly from your arm chair with Son-R remote control. Tiny as milady's compact. No wires! No batteries! No tubes to wear out! Automatic 4-level sound control, originated by Admiral. When not in use, Son-R slips into magnetic pocket on side of set.



wireless!
world's
smallest!



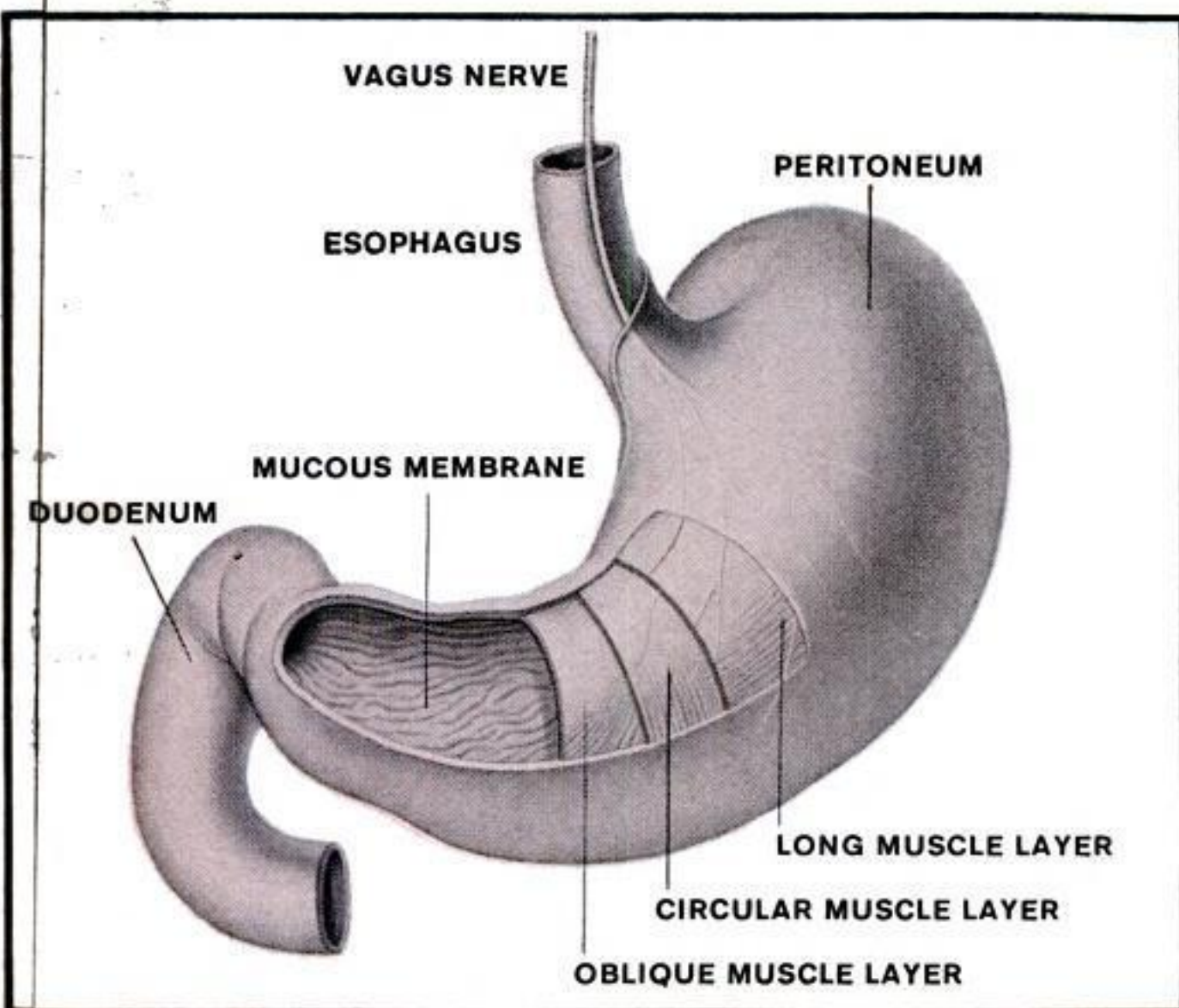
the prettier the sheet, the prettier you look

You always look prettier in these Fashion Border Sheets and Pillowcases by Dan River. Close to you, a woven pattern works its flattery. Woven Border Sets, stripes, pastels and white, available fitted and flat in a full range of sizes. Silky smooth combed percale or luxury muslin.

and the prettiest sheets of all are
DAN RIVER SHEETS



Dan River Mills, Incorporated, Danville, Va.



STOMACH'S STRUCTURE is shown in this cutaway drawing. Food enters through esophagus, is mashed by writhing of three muscle layers, and passes to the duodenum. Peritoneum is stomach's outer covering, mucous membrane its inner lining. Vagus nerve transmits impulses from brain to stomach.

STOMACH CONTINUED

briefest and most negligible effect on the normal stomach. Other foods and drugs often regarded as irritating also seemed quite harmless. Among these were aspirin, digitalis, ipecac, quinine, frankfurters, cabbage, chili, curry, pickles, vinegar, anchovy paste, kippered herring and rhubarb. Nuts, bolts and screws were not tested but might just as well have been. Small children and psychotics are forever swallowing such foreign objects without noticeable damage to their stomachs.

Traditional superstitions about "digestibility" are exploded by the length of time required for the conversion of food to chyme. Leafy vegetables, though extolled in old wives' tales as the healthiest of foods, stubbornly resist the stomach's kneading, acid and enzymes. Recognizable bits of spinach can be found in the stomach 24 hours after everything else has been broken down. For various reasons meat actually offers the stomach—and indeed the entire digestive system—far less resistance.

The average dinner leaves the average stomach in about four hours, although the time varies greatly, depending on the nature of the food and the emotional state of the eater.

If the meal is mostly protein, the stomach disposes of its contents much more quickly than otherwise. Red meat accelerates the muscular action of the stomach and the flow of gastric juice. There may be such violent activity in the sac that drops of gastric acid will be sprayed back into the gullet, causing the sensation described as heartburn. The sufferer may call it indigestion, but it is actually closer to overdigestion. If he should now belch, he will become still more convinced that something has upset his stomach, although belches usually result merely from air swallowed with the food.

The emotions and digestion

DR. Wolf and others who hold that the mind plays a major role in the activity of the stomach believe that violent muscular activity also results if the diner is excited or angry. If, instead of being keyed up, the diner is depressed or apprehensive, his stomach may become underactive. It takes him much longer than normal to dispose of a meal, particularly if it contains large quantities of fat. Given too much despair or too much fat, any stomach is likely to go on strike altogether. For reasons that remain obscure, the sac goes limp, as if it were empty, but the sufferer has a stuffed feeling. He begins perspiring, salivating, swallowing hard and wishing he were somewhere else. In due course, a series of nerve reflexes causes the stomach to reject its contents by vomiting. Besides being induced by fear, this phenomenon may result from such causes as eating too much rich food, seasickness or the sudden consumption of too much salt.

Despite its complex role in the digestive process, researchers still are not sure just how important the stomach is. Some people manage to get along virtually without one. Under careful

CONTINUED

for the life in you...

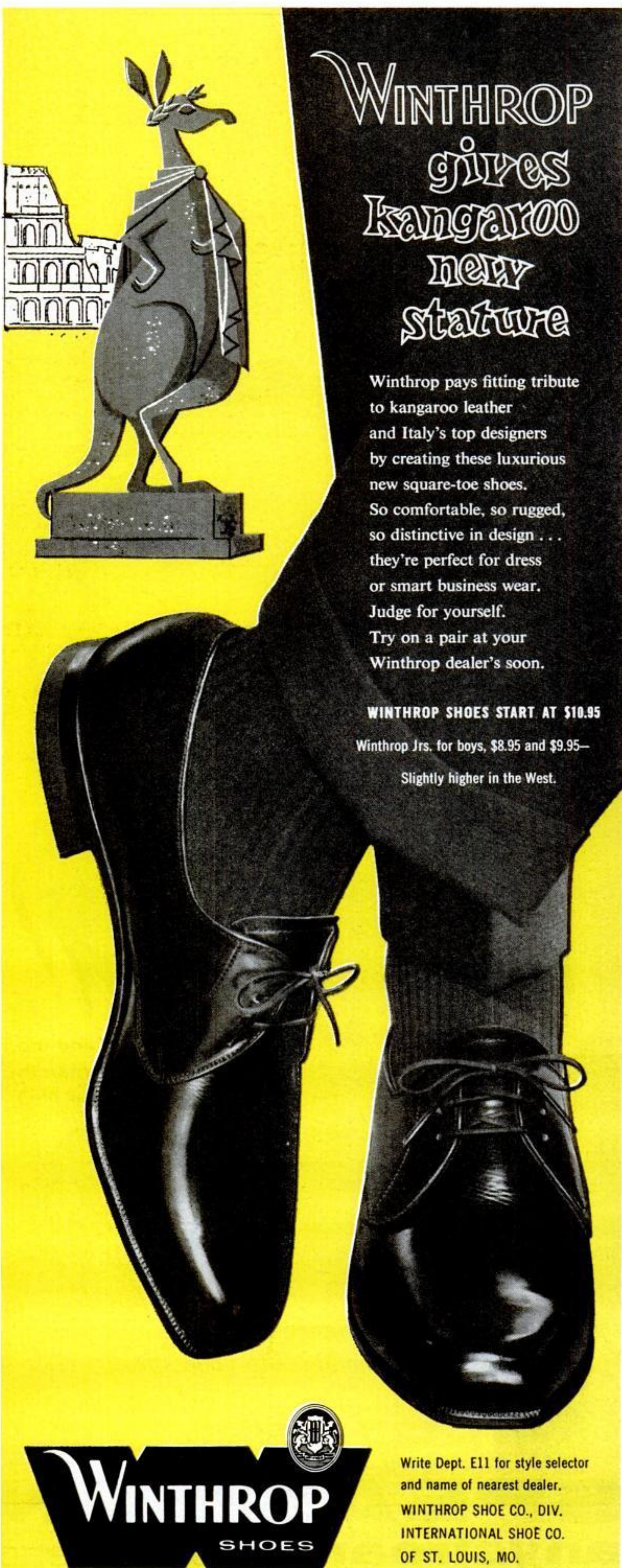
(and the man in your life)

Live it up with the luxury of the world's finest shower. A touch of the lever changes Anystream from needle . . . to normal . . . to flood spray.



Original—made only in America. Fits your shower easily. At your plumber, wholesaler in 6 models or write for folder S-92, Speakman Company, Dept. L, Wilmington 99, Delaware.

SPEAKMAN
anystream[®] shower head
ideal Christmas gift for the whole family



WINTHROP
gives
kangaroo
new
stature

Winthrop pays fitting tribute to kangaroo leather and Italy's top designers by creating these luxurious new square-toe shoes. So comfortable, so rugged, so distinctive in design... they're perfect for dress or smart business wear. Judge for yourself. Try on a pair at your Winthrop dealer's soon.

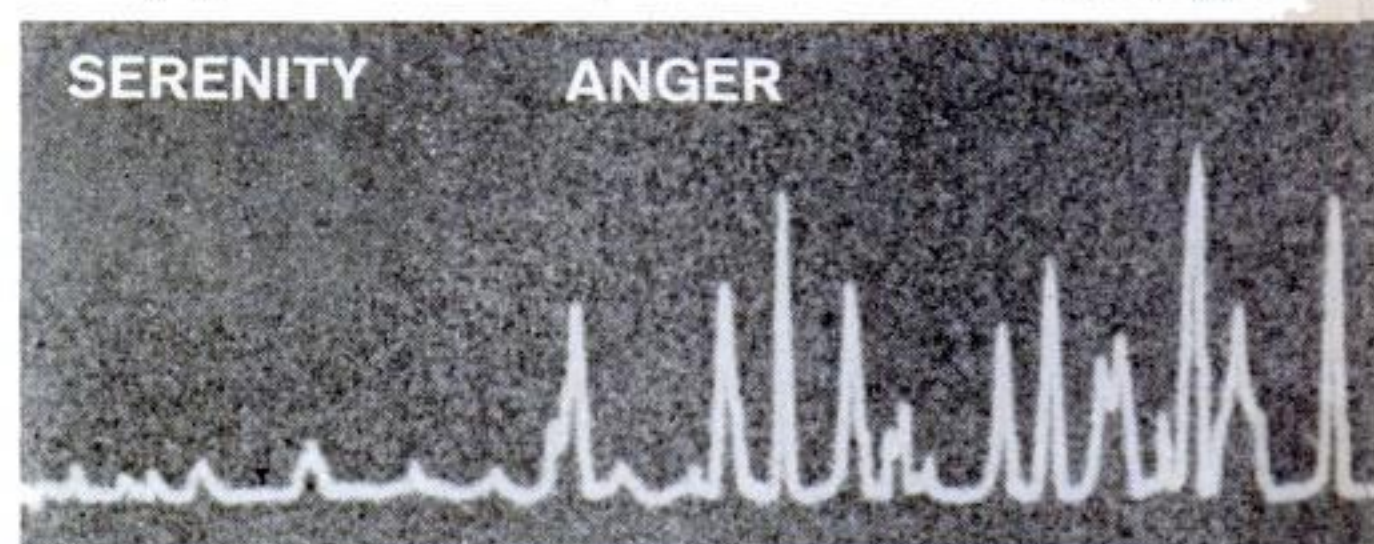
WINTHROP SHOES START AT \$10.95
Winthrop Jrs. for boys, \$8.95 and \$9.95—
Slightly higher in the West.

WINTHROP
SHOES

Write Dept. E11 for style selector and name of nearest dealer.
WINTHROP SHOE CO., DIV.
INTERNATIONAL SHOE CO.
OF ST. LOUIS, MO.



EFFECT OF EMOTION on stomach is spectacularly demonstrated by a man whose stomach was exposed in an unusual accident years ago. Using a cord inserted into the man's stomach, Dr. Stewart Wolf at the University of Oklahoma records the organ's muscular contractions on chart behind the bed. Result (below) shows what happened when one question made man angry: formerly quiet stomach suddenly reacted with violent motion (jagged lines).



STOMACH CONTINUED

medical management, thousands of humans (mostly cancer patients) have lived for many months after having the whole stomach removed surgically.

Curiously, although these people lack stomachs, their experiences have helped cast light on the stomach's significance in the body's nutritional setup. They must be fed frequently in small amounts to limit the quantity of food passed into the intestines at any one time, a protective function usually performed by the stomach. Although they must eat more than other people, they lose weight because their food is not assimilated as efficiently by the body, an indication of the importance of the stomach secretions in the process of digestion and nutrition. People without stomachs invariably develop pernicious anemia unless they are given doses of vitamin B-12. A stomach secretion (not yet identified) enables the body to take B-12 from such natural sources as liver and beefsteak. The vitamin is ultimately transmitted to the bone marrow, where it is vital in the manufacture of red blood cells. A person without a stomach apparently cannot assimilate the natural supply of B-12, and the bone marrow then makes inferior red blood cells unless B-12 is supplied from the drugstore.



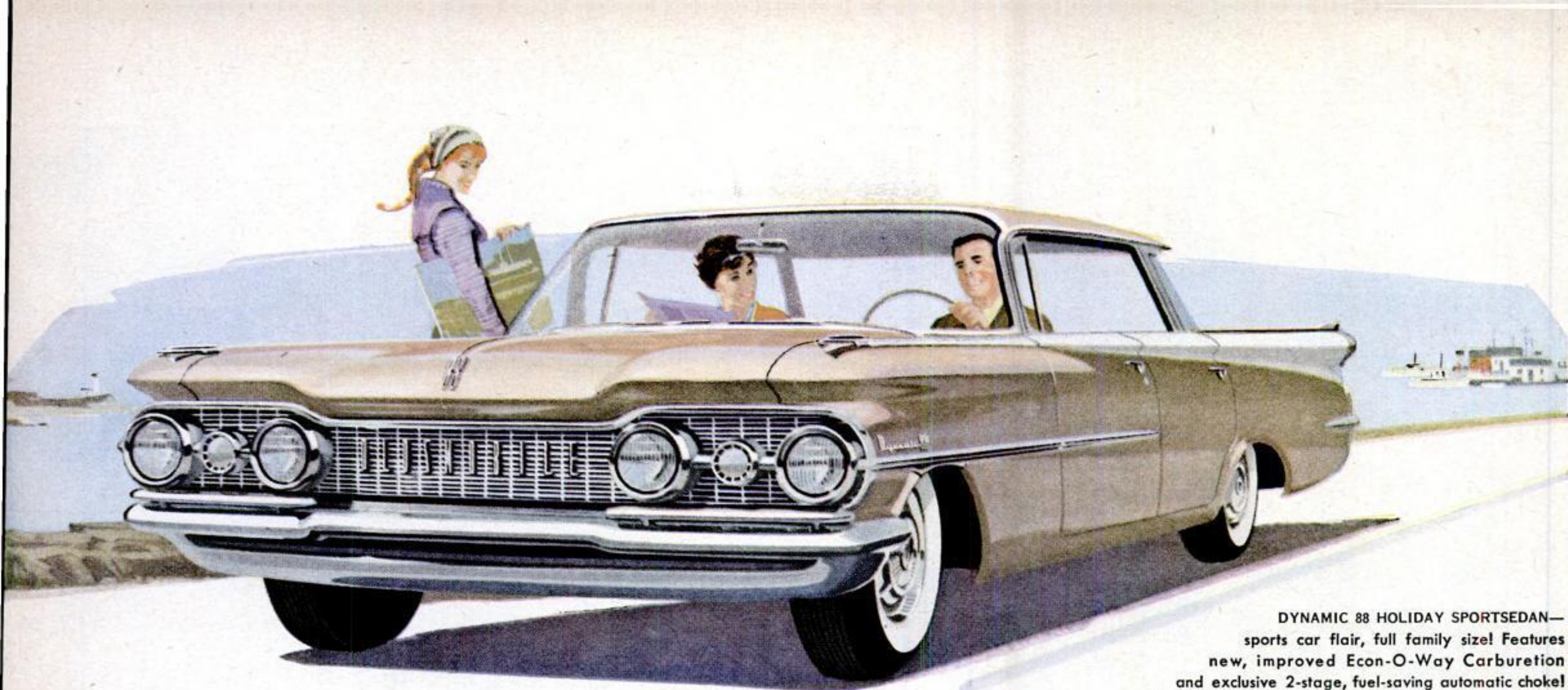
RESEARCHER into mind-stomach relationship is Dr. Harold Wolff, a neurology expert at Cornell.

OF all digestive ailments, perhaps the best known and most cordially detested is the ulcer, a condition which most physicians now acknowledge as the most poignant example of what can happen when certain emotions affect the digestive system.


An ulcer looks like a larger version of the canker sores that we sometimes get in our mouths. Its diameter is between one quarter and three quarters of an inch and most cases are accompanied by sharp pain midway between chest and navel.

At some time in their lives, approximately 17 million Americans will have ulcers. Of all these ulcers fewer than two million will occur in the stomach itself. The most common ulcer is found in the duodenum, which is the portion of small intestine that lies directly below the stomach's outlet valve. Although not in the

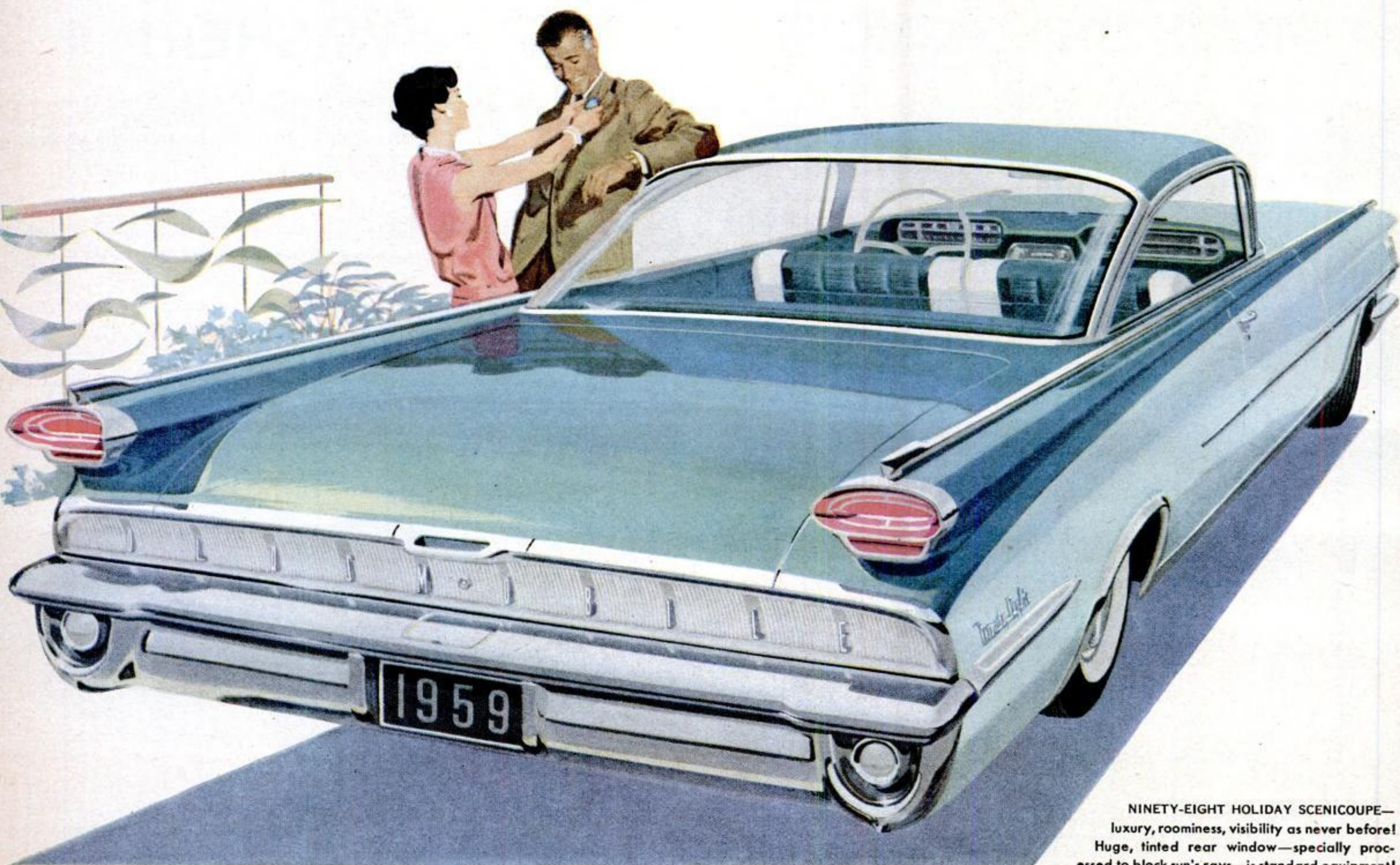
CONTINUED



DYNAMIC 88 HOLIDAY SPORTSEDAN—
sports car flair, full family size! Features
new, improved Econ-O-Way Carburetion
and exclusive 2-stage, fuel-saving automatic choke!

OLDSMOBILE  **FOR '59** brings you the "Linear Look" . . . alive with advanced ideas! Everything is new! The view is Vista-Panoramic . . . there's more passenger room and luggage space, too. Rocket Engine power is quieter and smoother . . . the ride is best described as a "Glide". To step out of the ordinary, step into a '59 Olds at your dealer's today!

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION



NINETY-EIGHT HOLIDAY SCENICOUPE—
luxury, roominess, visibility as never before!
Huge, tinted rear window—specially processed to block sun's rays—is standard equipment!



5-CYCLE

Filter-Flo Washer
Model WA-950S
about \$3.30 weekly*

New as today's fabrics...

1959 G-E 5-CYCLE FILTER-FLO® WASHER!



1 ... is the key for white and colorfast cottons and linens that need hot water, vigorous washing action. Fast spin extracts so much water they'll dry quickly.

2 ... is pre-set to give dark or nonfast colors the warm water temperatures and fast spin they need. Brisk activation gets them clean as a whistle.

3 ... is for sturdy, well-made wash 'n wear clothes of synthetics and blends. Warm wash water, brisk activation get them clean; slow spin prevents deep wrinkles.

4 ... gently washes delicate wash 'n wear clothes in warm water, eliminates tire-some handwashing. Slow spin protects sheer fabrics, seams and trim.

5 ... is for "specials." Slow wash speed in warm water is kind to woollens—won't "pill" blankets or sweaters. Fast spin gets out that extra water woollens absorb.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



*After small down payment. See your G-E dealer for his liberal prices and terms. Buy now for extra values! General Electric Company, Appliance Park, Louisville 1, Ky.

5 separate, pre-set cycles give all your washables custom care—automatically!

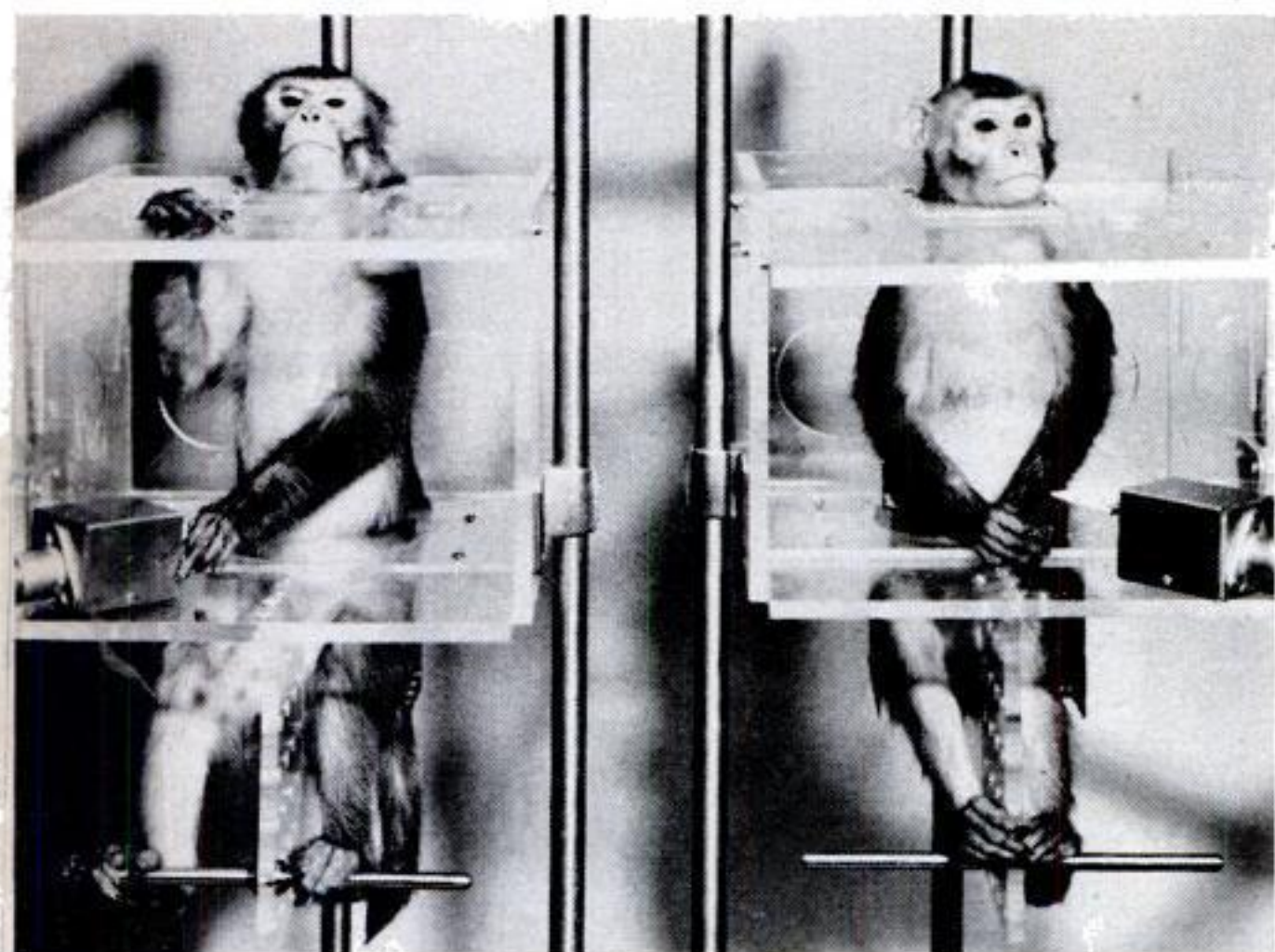
For every-week laundering . . . or once-in-a-while loads . . . the new G-E 5-Cycle Filter-Flo Washer has an *automatic* cycle to fit *all* your washing needs.

Just touch one key—turn the dial to the matching number—you get just-right care for your wash!

PLUS: Big capacity; Cold Water Wash; Rinse Dispenser; Suds Return (optional); G-E Written Warranty; in colors or white. At your G-E dealer's, with matching dryer.



NO-LINT-FUZZ WASHING because the famous, time-proven Filter-Flo Washing System cleans and re-cleans the water constantly. This filter is *dependable*, can't clog or impede water flow! A handy detergent dispenser, too.



HOW ULCERS ARE PRODUCED through nervous strain was shown in government researchers' experiment on two monkeys. Both were subjected to electric shock. One at left had button that enabled him to shut off current. Harassed by need to make frequent decisions, i.e., press button, he got ulcer. Other monkey had no shutoff button, had no decisions to make, got no ulcer.

STOMACH CONTINUED

stomach, it is believed to be caused by the stomach's activities.

The ulcer sufferer's stomach is too active, secreting more juice than is needed and contracting more often than necessary. These contractions make the stomach's outlet valve open too frequently and squirt large amounts of acid at the duodenum. Since the duodenum has no coating of protective mucus, this acid may eventually eat away at the lining of the intestine to produce the ulcer.

At various times people have blamed ulcers on decayed teeth, allergies, acid blood, nutritional deficiencies, smoking, whisky, coffee, head colds, excessive digestive acids, hormonal imbalance, tissue inflammation and heredity. Of these theories only three have survived scrutiny, but even these three—heredity, hormones and gastric acidity—leave much to be desired.

For instance, heredity does seem to play a role in susceptibility to ulcer. There is evidence to suggest that persons with type "O" blood get ulcers more often than do persons with other blood types. But nobody knows why or how. Similarly, disturbances of the hormone-secreting pituitary and adrenal glands are associated with ulcer, but the connection is neither clear nor consistent. As to hyperacidity—excessive digestive acid—it accompanies most cases of duodenal ulcer but, again, the relationship is obscure. You can have hyperacidity without an ulcer and you can recover from an ulcer and still have hyperacidity.

So far, the one ulcer theory that has held up under scientific inquiry is the one that has the most important implications not only for ulcer victims but for everybody else. This is the doctrine that ulcers are usually associated with emotional stress.

Drs. Wolf and Wolff studied one patient who had not only a duodenal ulcer but also, as a result of an accident, a gastric fistula—an abdominal hole through which the physicians could see directly into his stomach. Whenever they reminded this man of the various frustrations and disappointments which had marked his career as chief engineer on a tugboat, his face would flush and so would his stomach lining, which would churn and swell and emit acid by the cupful. His worst seizure was induced when one of the doctors asked, "Where in the social hierarchy of merchant marine officers does the chief engineer of a tugboat stand?"

The elusive ulcer cure

THE worst thing about ulcers is that there seems to be no permanent cure. "Eventually," says one top specialist, "the patient may break through any and all medication. It happens in every known form of therapy. What's more frustrating, we also know that ulcer patients taking no drugs and following no diet are free of symptoms for years at a time." To which Dr. Wolf adds, "Anything the patient believes in seems to work for a while."

There are two modern ways to treat ulcers. The more familiar is to compensate for the stomach's overactivity by means of diet and acid-neutralizing "remedies of a soothing nature." The other method is to prevent overactivity by means of surgery, drugs,

CONTINUED

SWANK FASHION-TIME WATCHES[®] for the...



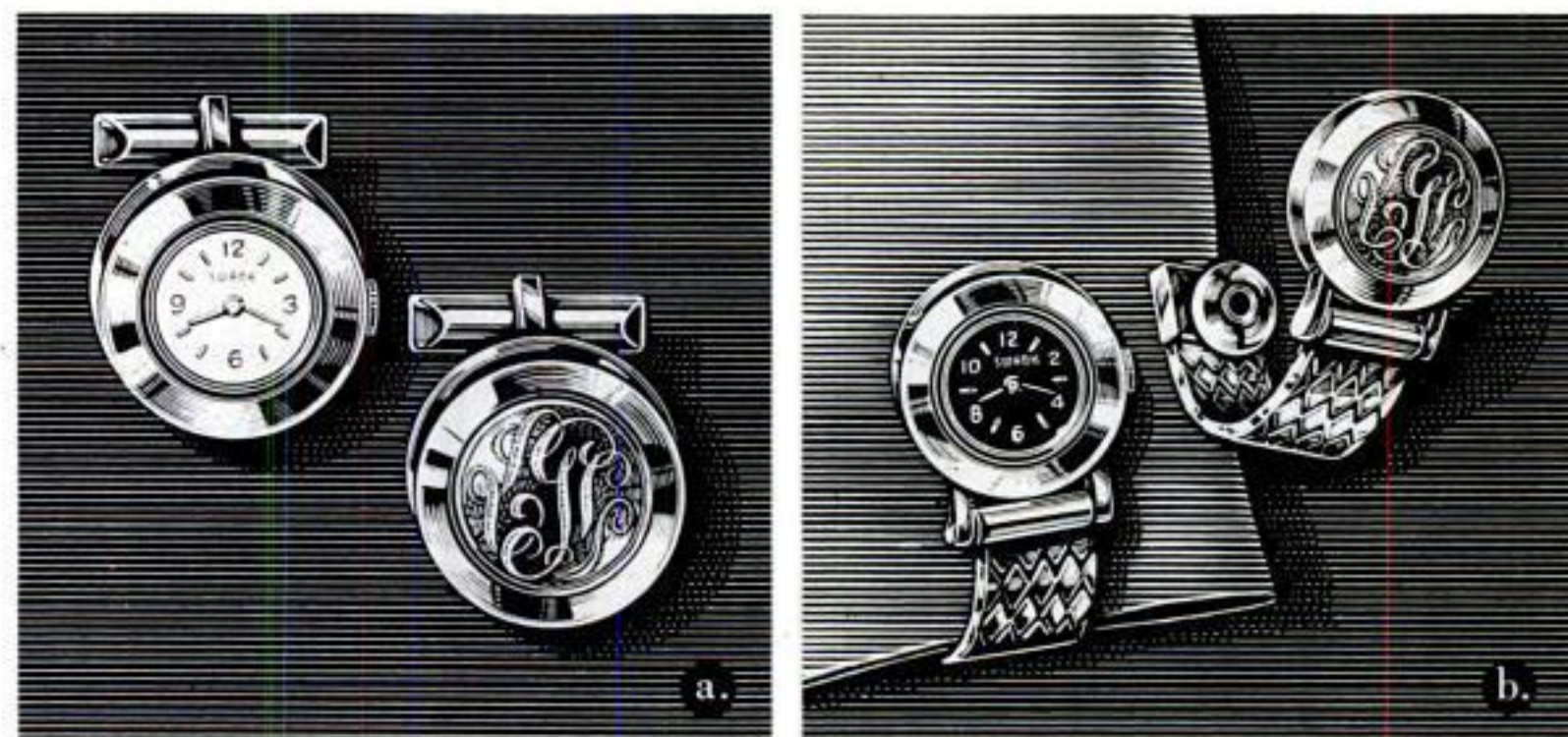
...belt

For the golfer, sportsman or any man! Watch that fits on belt. Snaps open for easy reading by wearer. Closed, has elegant design. **\$19.95**



...wrist

A brand new idea! Identification bracelet, with room for engraving, combined with an imported anti-magnetic watch. **\$19.95**



...cuff

a. Regular cuff links with built-in watch in one link and simulated monogram on other link. **\$12.95**
b. Wrap-Around Cuff Links; built-in watch in one link and simulated monogram on other. **\$17.95**

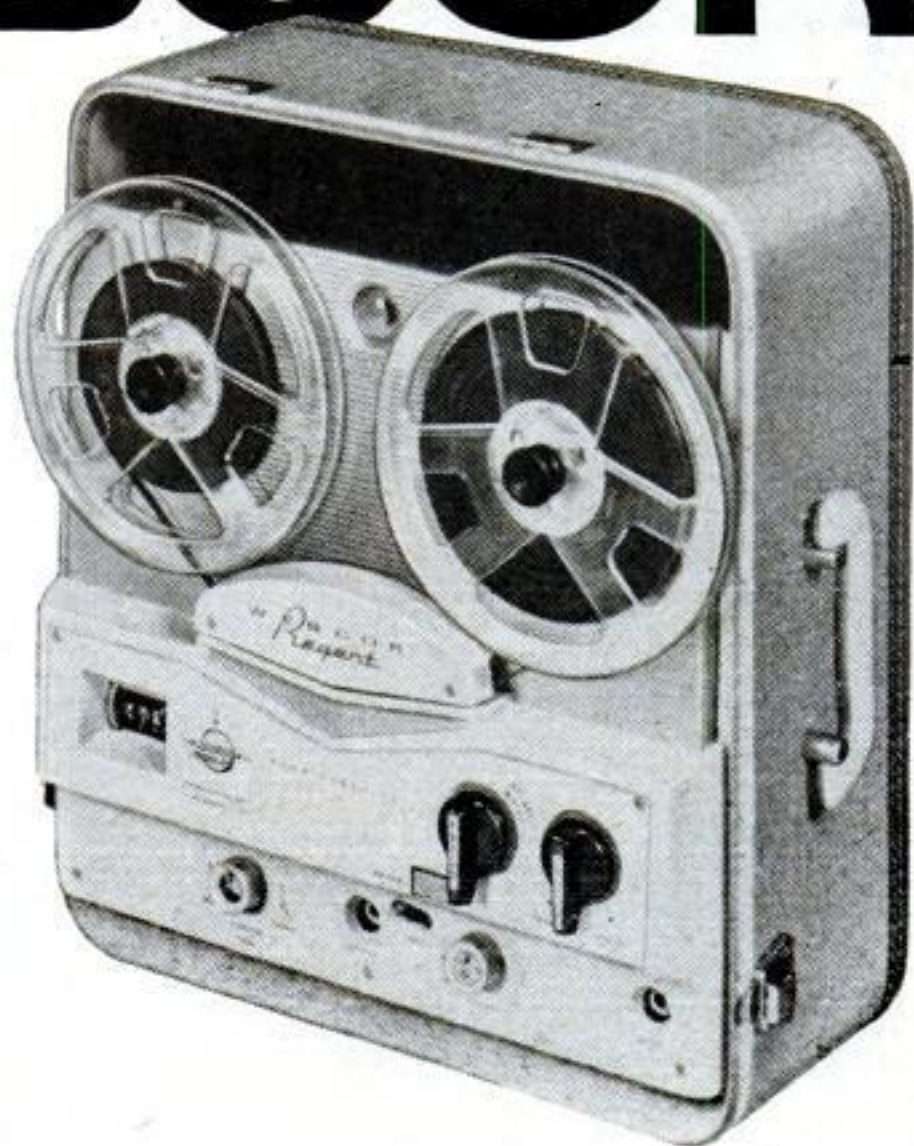
Swank brings new fashion to time-keeping. All of the watches shown are imported Swiss movements, fully guaranteed for one year. Anti-magnetic. Brilliant gifts handsomely boxed.

For Wearing and Giving — Look for the name Men Prefer — SWANK
WORLD'S LARGEST MANUFACTURER OF MEN'S QUALITY JEWELRY

PRICES PLUS FED. TAX. IN CANADA
AT SOMEWHAT HIGHER PRICES.

STEREO WEBCOR

Regent High Fidelity Tape Recorder. Truly portable—weighs only 28 lbs. Operates in either horizontal or vertical position. Three speeds. Two-tone grey, \$159.95*. Stereo Model 2820, \$199.95*.



There are so many wonderful ways to enjoy Webcor High Fidelity Tape Recorders!



Your new Webcor will make party-giving so much more fun—because everyone's really an 'entertainer' at heart. Extra plus: the Webcor Regent is so light and easy to carry you can take it along to friends' parties, too!



And what a thrill to keep a lifetime tape album of your children's voices. You'll play these treasured tapes many, many times in the years to come! A Webcor is ideal, too, for helping youngsters with homework and music lessons.



Use your wonderful Webcor for recording and playing back favorite radio and TV programs... and for playing the many excellent recorded tapes now available.

Enjoy truest stereo music on a 1959 Webcor Stereofonic Tape Recorder!

Royal Coronet Stereofonic Tape Recorder. Superb playback of stereo tapes—records and plays back monaurally in both directions without switching reels. Ebony or white, \$289.95*. Matching external amplifier-speaker system (extra).



*Prices slightly higher West and Southwest

VISIT YOUR WEBCOR DEALER'S FOR A PERSONAL AUDITION TODAY!

STOMACH CONTINUED

X-ray or psychotherapy, none of which is entirely satisfactory.

The most effective way known of preventing stomach juice from burning away the lining of the duodenum—assuming this is the cause of duodenal ulcer—is to give it plenty of food to work on instead. For a long time it was believed that the best foods for ulcer sufferers to eat were mild ones. From antiquity ulcer victims have consumed large quantities of milk, which dilutes and neutralizes the acid. Another traditionally respected ulcer food is fat, which causes an increased flow of a hormone that slows the production of gastric acid. On the other hand, alcohol, coffee and meat are kept at a minimum because they stimulate the stomach. Generally, the so-called irritating foods have been proscribed and bland foods recommended.

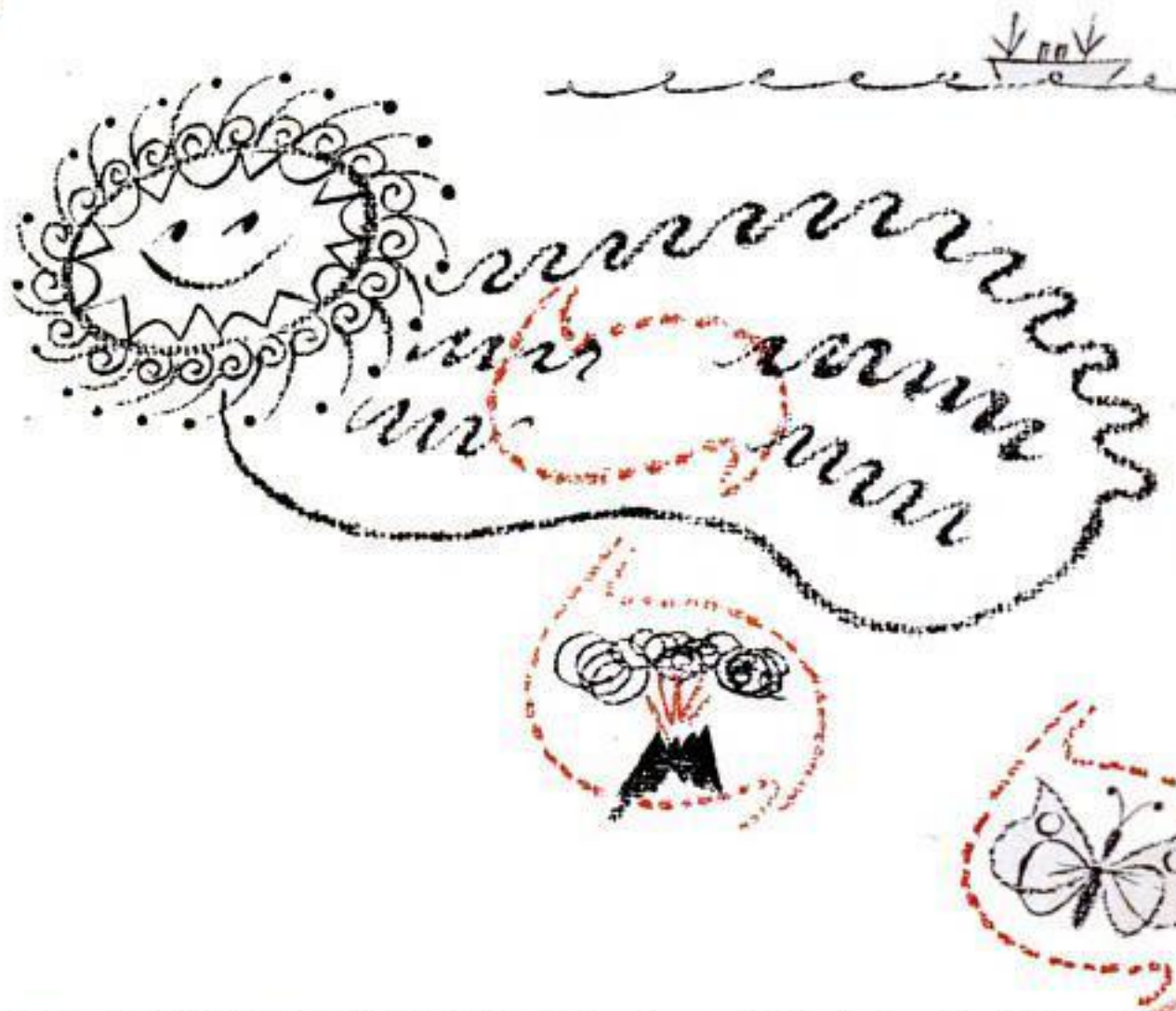
But recently this traditional ulcer diet and all its mushy variations have suffered a number of setbacks. A conviction is now growing that the key to successful treatment is not what you eat but how often you eat. One of the most impressive reports to this effect came in 1956 from a British research team headed by Dr. Richard Doll. Ulcer patients were selected at random and put on diets which required frequent feeding so that the gastric juice would have something better to do than corrode the duodenum. One group of patients ate frequent servings of the customary bland food. The other group ate frequent servings of a normal diet, including fresh fruit, sardines, salad and other delicacies reputedly harmful to ulcer patients. The group on normal food actually recovered from its ulcers somewhat more rapidly than those on the old-fashioned bland diet.

Pending discovery of an easy cure for ulcers, the British *Medical Journal's* 1943 dictum remains true: "... Until we can learn some new secret of nature, we must be content to try to teach the patient how best to live at peace with his ulcer, and to do that he must probably learn how to live at peace with himself."

The sufferer from a duodenal ulcer can take solace from one fact: he almost never gets stomach cancer. As usual, nobody knows why, but it is agreed that at least 70% of stomach cancer arises in underactive low-acid stomachs—the exact opposite of the kind of stomach associated with ulcer.

In stomach and intestinal cancer, as in other cancer, the primary problems are the obscurity of cause and the uncertainty of cure. Early detection is all-important, which is why individuals with persistent cases of "chronic indigestion" are advised to stop doctoring themselves and see a doctor. In the early stages stomach cancer is hard to identify, but physicians are convinced that the 22,000 or more Americans who die of the disease every year could live longer if they did not wait so long for diagnosis and treatment.

As for the other ailments of the stomach and its associated organs, treatment undoubtedly will improve as science learns more and more about how the digestive system functions. While this investigation goes on, researchers seeking cures for the ills of the stomach might do well to study the sea cucumber, which has the only truly satisfactory answer to stomach trouble. The sea cucumber does not take out its emotional problems on its stomach. When sufficiently bothered, it drops its stomach and swims away, leaving the problem behind. Then, at its leisure, it simply grows itself a brand new stomach.



SEA CUCUMBER'S SOLUTION to stomach ills is simple. If beset by equivalent of internal butterflies or eruptions it discards stomach, grows another.



For '59...only Plymouth wagons give you so many luxury features...and low price, too!

Station wagons have reached an all-time peak in popularity, and the credit is largely Plymouth's. For no other wagon offers so much room, so many features at such low prices.

IF IT'S NEW, PLYMOUTH'S GOT IT!

REAR-FACING THIRD SEAT. The famous Plymouth first that lets third-seat passengers in or out without squirming past second seat. Big, comfortable, full-width—ample room for 3 adults.



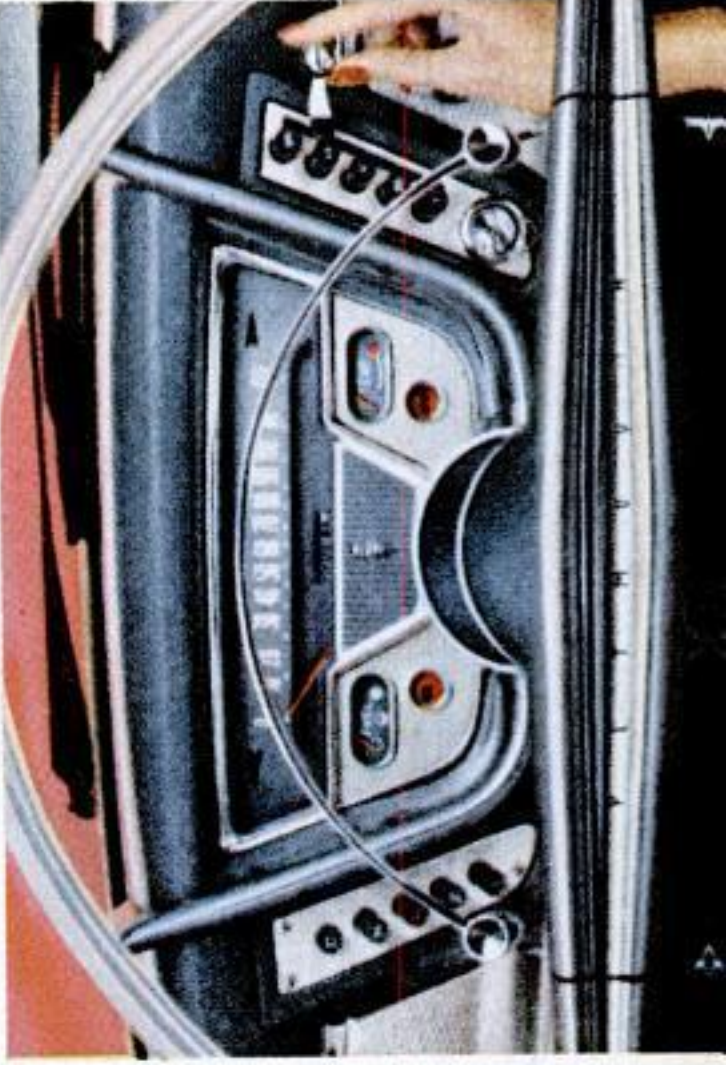
BIGGEST OF THE LOW-PRICE FIELD. Plymouth wagons give you the most cargo space, most passenger room, plus the longest wheelbase. Second and third seats fold flush with floor, making level 10-foot loading deck.



This year you get a choice of 10 great new wagons. You get all these Plymouth "firsts"—and more: Push-Button Power-Flite* or TorqueFlite*...easy-entry Swivel Seats*...safer

Total-Contact Brakes...new electronic Mirror-Matic Mirror* to end dangerous glare...new Automatic Beam Changer*...greatest glass area. Take a test drive today! *at low extra cost

NEW PUSH-BUTTON MASTER CONTROL CENTER puts you in complete command. Buttons at left control 3-speed Torque-Flite*, while those at right regulate heating, defrosting and ventilation. Instant Heater* delivers warm air in 30 seconds.



DISAPPEARING REAR WINDOW rolls up or down at the touch of a button. Operated either from driver's seat or from rear.



NEW CONSTANT LEVEL* TORSION-AIRE RIDE keeps your Plymouth wagon on an even keel no matter how heavy the load. Or choose famous Torsion-Aire Ride at no extra cost.



'59 Plymouth

today's best buy...tomorrow's best trade



**Give the true old-style
Kentucky bourbon...**

always smoother because it's slow-distilled

DISTINCTIVELY WRAPPED FOR THE HOLIDAY SEASON. Tradition calls for Early Times at holiday times. This is the bourbon made with the extra care and attention of slow-distilling—the old-style way, the smoothing way to make whisky. This season why don't you give and serve Early Times, the whisky that made Kentucky whiskies famous.

KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF • EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KENTUCKY

EARLY TIMES



BETWEEN APPEARANCES BEFORE CAMERA ANGIE DICKINSON RESTS ON RECLINING BOARD IN FRONT OF "RIO BRAVO" BACKDROP SHOWING A WESTERN TOWN

A Movie Discoverer's Latest Find

When Howard Hawks makes movies he likes to use unknown actresses and often comes up with startling results. One of his first big finds was the late Carole Lombard. Among other Hawks unknowns who later became famous were Frances Farmer, Rita Hayworth, Lauren Bacall, Joanne Dru and Joan Collins. His latest and still unknown unknown is the girl resting above, Angie Dickinson. She appears in a Warner Brothers movie, *Rio Bravo*, with Hawks directing and John Wayne, Dean Martin and Ricky Nelson in the cast. And Hawks's old magic may make another star—Angie.

In real life Angie is a pleasant, easygoing 26-year-old girl who loves swimming, trout fishing and an occasional modest expression of opinion on a horse race. She was acting in Grade B westerns and television when Hawks saw her and thought her beauty strong and different. In *Rio Bravo* he cast her as a poker dealer with an extraordinary skill at manipulating and riffling cards. She wins at cards. She helps overcome the bad men, and when the sheriff angrily refuses to let her appear in public in the costume seen above, she discovers that she has won the sheriff too.

CONTINUED



Quality at your feet



WIN A

*Tell us what you
like about Life Stride's
new "T-bird" flat!*

It's that easy—get your entry in now! Think of it! A beautiful new Ford Thunderbird all your own! And this Life Stride contest is so easy to enter. Nothing to buy. Just look up your nearest Life Stride dealer on the opposite page. Stop in and see the new "T-bird" flat—notice the low, racy lines of this true sports-model shoe. Then tell us, in 25 words or less, why you like these new Life Stride shoes.

But hurry! Contest closes at midnight, December 4. If your entry wins, you'll soon be driving your own Ford Thunderbird!

Contest subject to Federal, state and local laws

WESTPORTS BY

life stride®
the young point of view in shoes

*Shoe illustrated, 8.95.
Other styles, 6.95 to 11.95.
Higher Denver West.*

LIFE STRIDE DIVISION, BROWN SHOE COMPANY, ST. LOUIS

**SEE THE "T-BIRD" FLAT AT YOUR
NEAREST DEALERS TODAY**

ALABAMA		GEORGIA—Continued		MISSISSIPPI		PENNSYLVANIA	
ALBERTVILLE	Johnson's Shoe Store	TIFTON	The Style Shop	BILOXI	Gryder's Shoe Store	ALLENTOWN	H. Leh & Co.
BREWTON	W. King Holt	VALDOSTA	Duncan's Shoe Store	GULFPORT	Gryder's Shoe Store	BEAVER VALLEY	Jackson Shoe Store
DOTHAN	Baxter's Shoe Store	VIDALIA	Max Smith Dept. Store	TUPELO	Reed's Shoe Dept.	BELLEFONTE	Yeager's Shoe Store
GADSDEN	Family Shoe Store	WAYCROSS	Churchwell's Dept. Store			BRADDOCK	Jaizon's
HOMEWOOD	Peters & Sikes Shoes			MISSOURI		BROWNSVILLE	Claybaugh's Shoe Store
MONTGOMERY	DeShield's-Larson Shoes (3 stores)	IDAHO		CAPE GIRARDEAU	Gaylor's Shoe Store	BUTLER	Bickel's Shoe Store
SELMA	DeShield's-McLeod c/o Leon's	COEUR D'ALENE	Powell's Shoe Store	CARTHAGE	Eaker & Lemser Shoe Store	CARLISLE	Outrey's Shoe Store
	Footie Shoes	NAMPA	Idaho Dept. Store	CHILLICOTHE	Walkers Boot Shop	CHAMBERSBURG	Fraver's Shoe Store
SYLACAUGA	Mau-dee's			CLINTON	Sim's Shoe Store	DONORA	Boston Shoe Store
TUSCALOOSA	Central Shoe Store	ILLINOIS		FERGUSON	Ferguson Dept. Store	ELIZABETHTOWN	Economy Shoe Store
		ARLINGTON HEIGHTS	Heinz Shoes	KIRKSVILLE	Myers Bros. Shoes	GROVE CITY	Kings Shoe Store
		AURORA	Block & Kuhl	KIRKWOOD	Town Fashion Shoes	HOMESTEAD	Gold's Shoes, Inc.
		BELLEVIEW	Katz's	POPLAR BLUFF	Garfinkel's Shoes	JOHNSTOWN	Paul's Shoe Store
		CHAMPAIGN	McCoy's Shoe Store	POTOSI	Milder Shoe Store	MEADVILLE	Park Shoe Store
		CHICAGO	W. Lewis & Co.	ST. JOSEPH	Rainey's Shoe Store	MEESPORT	Jaizon's
						NORRISTOWN	Quality Shoe Store
				NEBRASKA		PHILADELPHIA	Snellenburg's (3 stores)
				COLUMBUS	Bucks Booterie		Towne Shoes
				FREMONT	Bucks Booterie	PHOENIXVILLE	Weber's Shoe Store
				NORFOLK	Bucks Booterie	PUNXSUTAWNEY	Hart's Shoe Store
				OMAHA	Bucks Booterie	STROUDSBURG	A. B. Wyckoff
				SCOTTSBLUFF	Bucks Booterie	UNIONTOWN	Metzler's
				S. OMAHA	Bucks Booterie	WILKES-BARRE	Lazarus
						WILLIAMSPORT	Brozman Shoes
				NEVADA		YORK	Stanwyck Shoe Store
				RENO	Folk & Campbell Shoes		
						RHODE ISLAND	
				NEW JERSEY		E. GREENWICH	Silverman's Shoe Store
				ASBURY PARK	L & H Shoes (2 stores)	PROVIDENCE	Eddy's Shoes
				CRANFORD	Cranford Bootery	WEST WARWICK	Peters Shoe Store
				E. ORANGE	Sonnenschein's		
				LINDEN	Gabgonn's	SOUTH CAROLINA	
				NEW BRUNSWICK	Field's Shoe Store	ANDERSON	Welborn Shoes
				ORANGE	Sonnenschein's	CHARLESTON	Globe Shoe Store
				PERMAMUS	Magee's Shoes	FLORENCE	Fram's Smart Shoes
				PERTH AMBOY	Slobodien Shoes	GREENVILLE	Sutton's (2 stores)
				PLAINFIELD	Salem's Shoe Store	WALTERBORO	Warshaw's
				TRENTON	Fischer's Footwear, Inc.		
					Nevius-Voorhees	SOUTH DAKOTA	
				NEW MEXICO		ABERDEEN	Feinstein's
				ALAMOGORDO	The Shoe Mart (Rouse's Shoes)		
				ALBUQUERQUE	Paris Fine Shoes (2 stores)	TENNESSEE	
				FARMINGTON	Rouse's Shoe Store	JACKSON	Burnett's Shoe Store
				ROSWELL	Lester's Shoes	SHELBYVILLE	Hale's Shoe Store
						SPRINGFIELD	Wells Bootery
				NEW YORK		TULLAHOMA	Clayton's Family Shoe Store
				BINGHAMTON	Walters Shoe Store		
				BROOKLYN	Star Shoe Store	TEXAS	
				BUFFALO	Oppenheim Collins (Thruway Branch)	BORGER	Buckley's Shoe Store
				CORTLAND	Olds & Fulmer	CELBURNE	Holliday & Anderson
				GENEVA	Trolls Shoe Store	CORPUS CHRISTI	Richardson's Shoes
				HUDSON	The Boot Shop	DALLAS	Shoes (3 stores)
				ITHACA	Liberty Shoe Store	EL PASO	Guarantee Shoe Co. (2 stores)
				JACKSON HEIGHTS	Jay's Bootery	FT. WORTH	Mehl's Shoe Land
				MESSENA	Levine's	GAINESVILLE	Langley's
						GRAHAM	Cawyer Shoe Store
						HOUSTON	Kaplan's
						KERRVILLE	The Vogue
						KILLEEN	Adams Shoe Store
						McKINNEY	Wilson's Shoe Store
						NACOGDOCHES	Mize Dept. Store
						PARIS	Famous Shoe Store
						SAN ANTONIO	Chism's Shoes (2 stores)
						STAMFORD	Hind's Shoes & Apparel
						TYLER	Olmead Shoe Store
						VERMONT	
						BARRE	Rogers Walk-Over Boot Shop
						BURLINGTON	Jans Famous Shoes

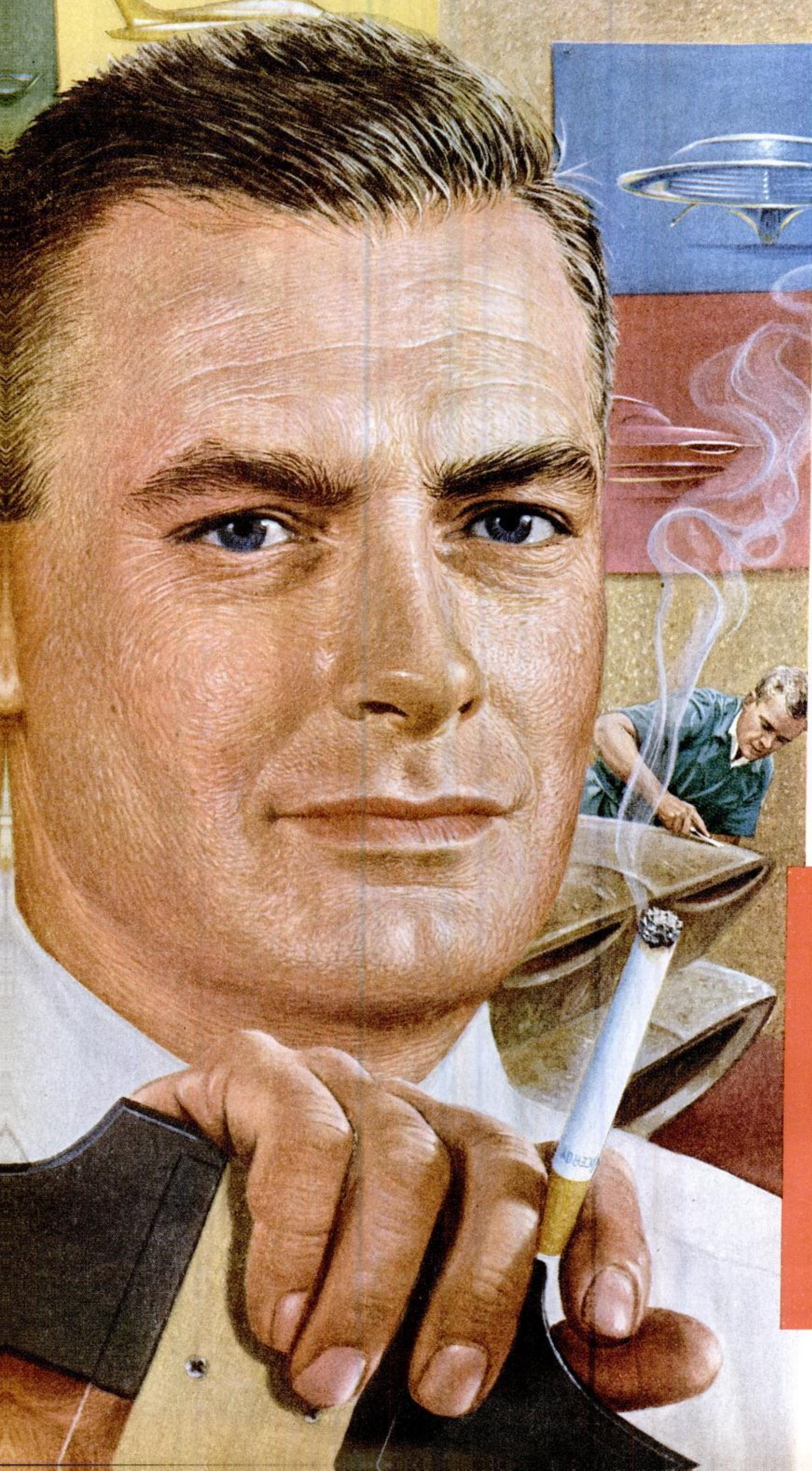
MOVIE FIND CONTINUED

COACHING HIS PROTEGE, Hawks puts her through an emotional scene. "Don't hide your tears," he told her. "Let all your feelings come out."



LONG-LEGGED ANGIE adjusts locket. Besides her charm, Hawks finds she has "an interesting manner of playing. She seems to be enjoying herself."

The Man Who Thinks For Himself Knows....



**ONLY
VICEROY HAS
A THINKING MAN'S
FILTER...
A SMOKING MAN'S
TASTE!**

This man thinks for himself.
Knows the difference
between fact and fancy.
Trusts judgment, not opinion.

Such a man usually smokes VICEROY.
His reason? Best in the world.
He knows for a fact that only
VICEROY has *a thinking man's filter*
and *a smoking man's taste*.



Familiar pack or crush-proof box.

© 1958, Brown & Williamson Tobacco Corp.

The Noble Peace of Giants



IN EMBRACE, Churchill and De Gaulle mark reception of Sir Winston into Order of Liberation.

AT a simple gathering in the garden of Paris' Hotel Matignon last week the enmity of two of the greatest men of the time was nobly buried. There General Charles de Gaulle embraced Sir Winston Churchill and bestowed France's rarest honor on him.

During World War II the two were at obstinate loggerheads. Churchill reportedly complained that the heaviest cross he had to bear was the cross of Lorraine, emblem of De Gaulle and his Free French. De Gaulle in his turn in 1946 refused to admit Churchill to France's exclusive fraternity, the Order of Liberation.

But now in the Matignon garden, De Gaulle gave Churchill a medal with the cross of Lorraine and made him the order's 1,054th member. Sir Winston called De Gaulle "the constable of France," and the general replied, "The ceremony today means simply that France knows what she owes Sir Winston Churchill"—and there was peace between the giants.

IN THANK-YOU TALK Churchill, standing between his wife and De Gaulle, said, "I am going to speak English today. I have often made speeches in French but that was the war time, and I do not wish to subject you to the ordeals of darker days."



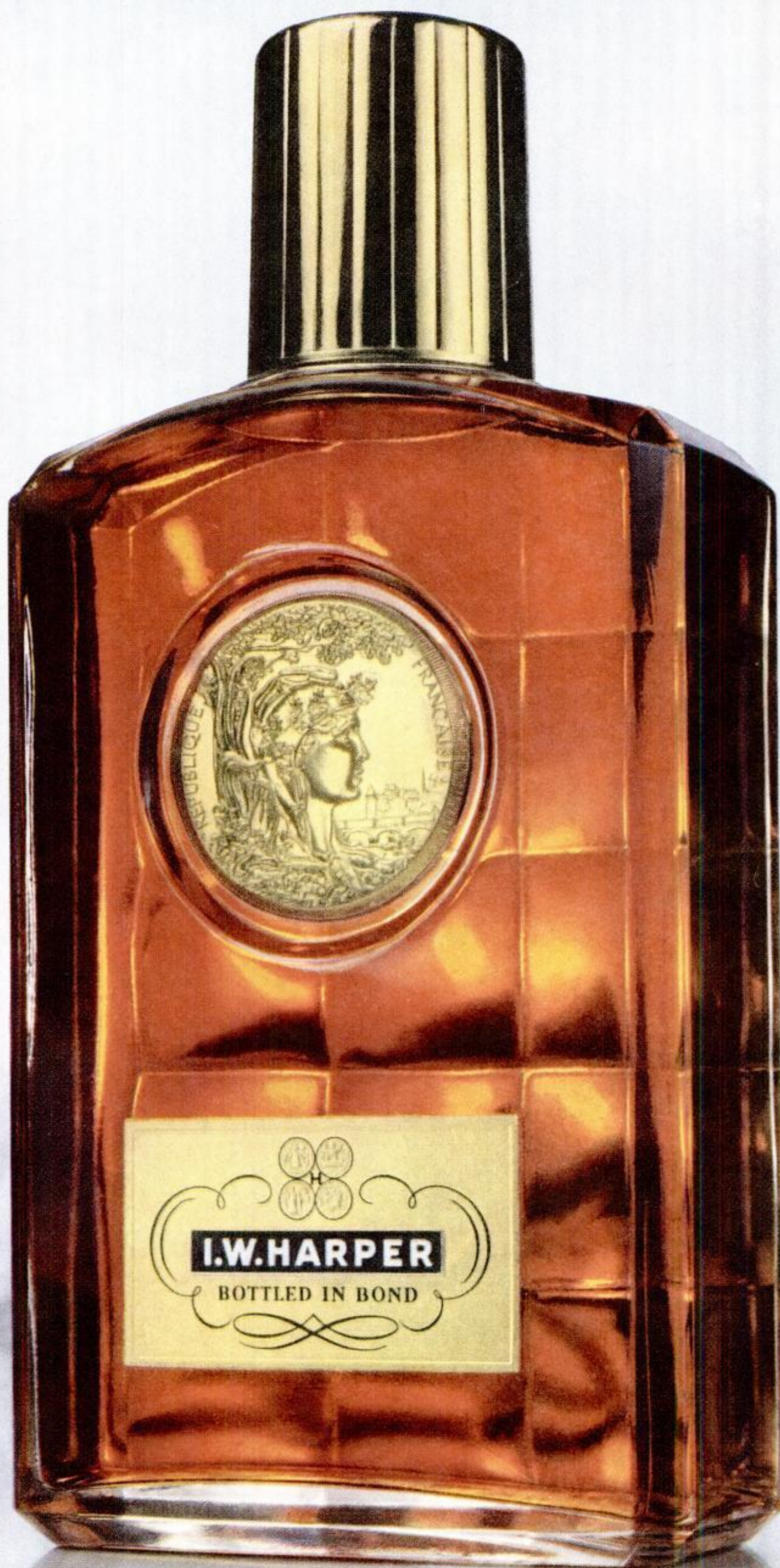


A COAT WITH A VIEW

To keep warm at football games and pep rallies most people use raccoon coats, blankets, or bottled spirits.

But Olivia Duke was a little young (six months) for these. Her parents had taken her to a T.C.U. pep rally at Fort Worth, Tex. Midway through the program Olivia began to feel cold and her father popped

her into a pouch he formed in his coat. From there, like a baby kangaroo, a fascinated Olivia watched her elders jump in the air, blinked when the big drum boomed and gave out her happiest sounds during the bonfire. She was so warm and happy she did not cry all evening and, her father reports, she hardly even wiggled.



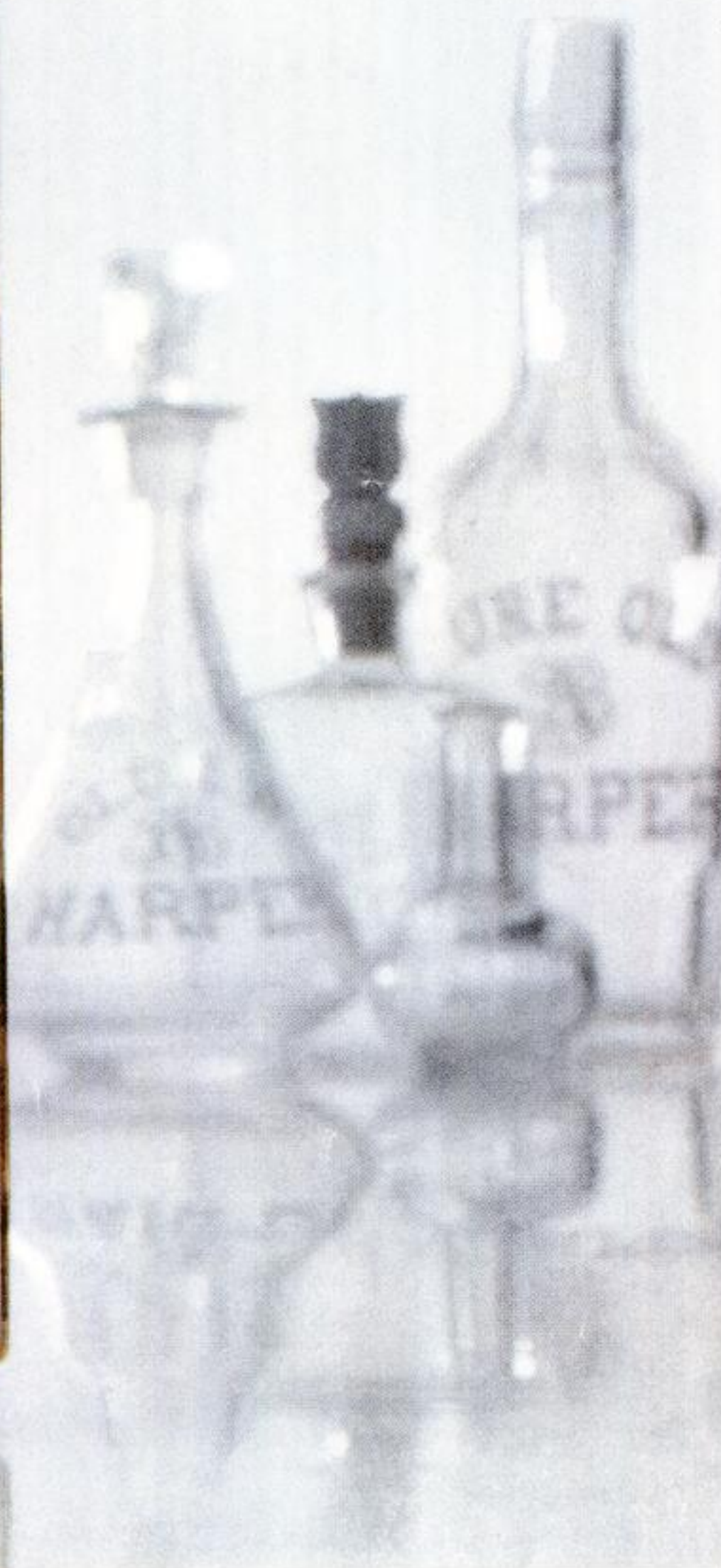
SMART SERVING CAP



SINCE 1872...
THE MOST PRIZED
GIFT OF ALL

I.W. HARPER

"THE MASTER'S DECANTER"



NO EXTRA COST • FULL 4/5 QUART • KENTUCKY STRAIGHT BOURBON • 100 PROOF • I. W. HARPER DISTILLING CO., LOUISVILLE, KY.

Only thing missing
is the cob



All the eating fun of fresh-cooked roasting ears is now yours in Niblets Brand corn. Quick-cooked for color, flavor and good nutrition. Vacuum packed for crisp freshness.

